

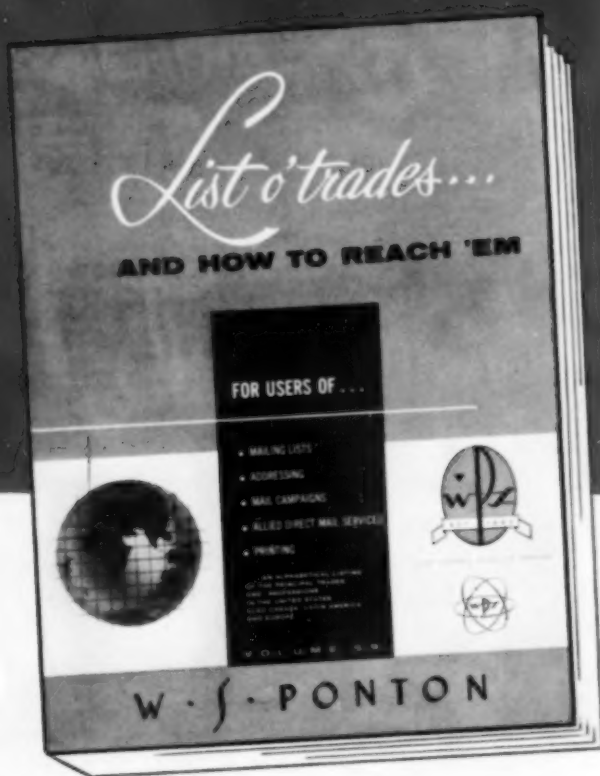
SEPTEMBER / 1958

THE REPORTER OF
Direct Mail
advertising



MAILING BY EAR—see page 30

new...



PONTON'S 1959 CATALOG

YOUR **INDEX** TO
DIRECT MAIL MARKETS

Comprehensive from Accountants and Auditors through Women's Apparel Shops... **129** pages... over **12,000** classifications... alphabetically classified for your convenience.

PONTON'S quality controlled mailing lists... compiled by modern **PONTON SELECTRONICS**... with IBM Electronic Equipment... are

your assurance of successful mail campaigns and promotions... with more accurate... pinpointed selection... no duplication or waste.

PONTON... Leader in Direct Mail since 1885... has a fully mechanized addressing and mailing department to take care of all details at low cost... speed... and effectiveness.

SEND FOR YOUR FREE
COPY OF THE *List o' trades...*



W. S. PONTON, INC.

Sales Office and Production Plant
44 HONECK STREET, ENGLEWOOD, N. J.
New Jersey Phone: LOwell 9-5200

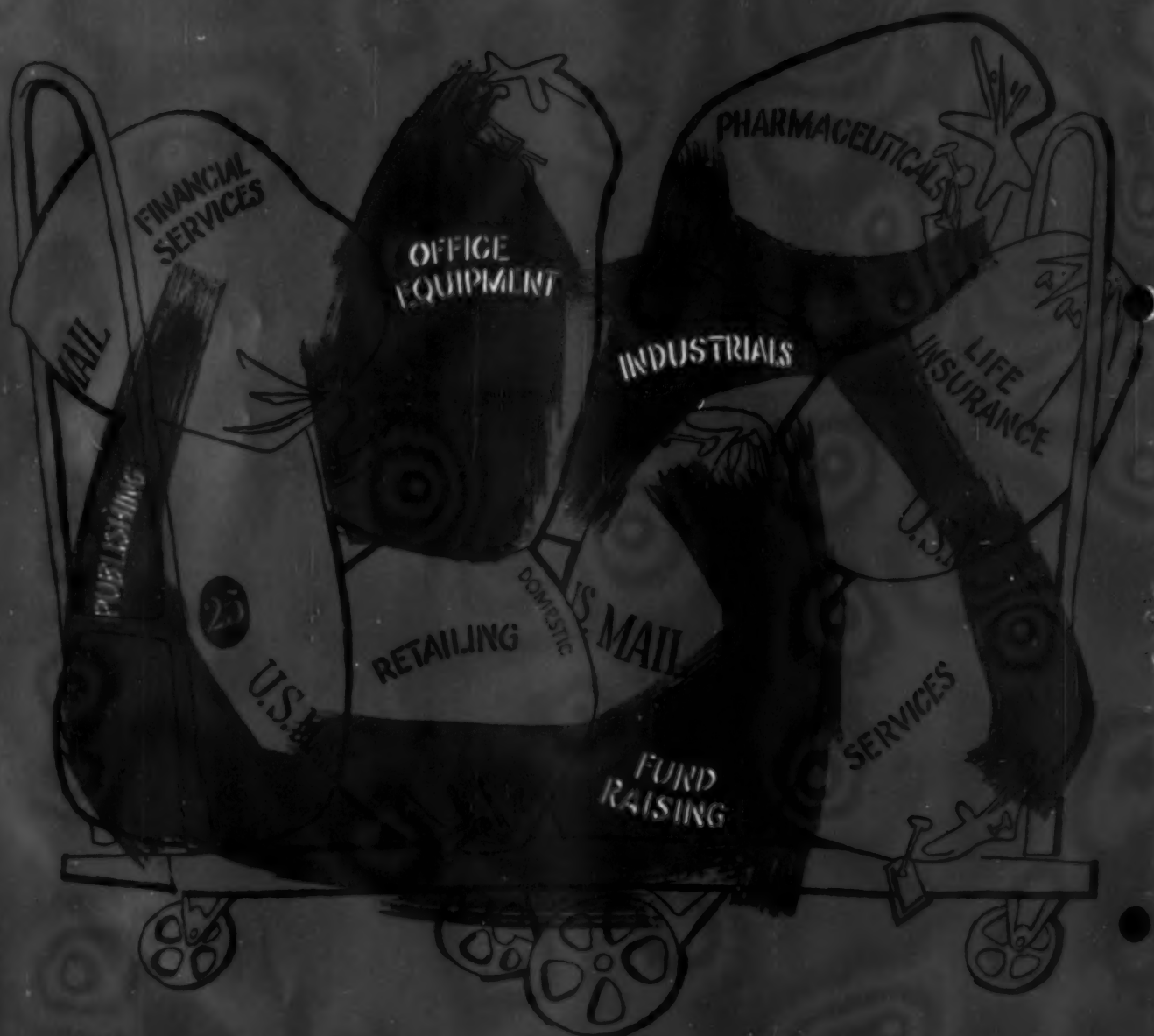
New York Phone: MUrray Hill 7-5311
a direct connection to Englewood





we'll see you
at the DMAA
convention
...SEN-BAK

REPLY-O-LETTER'S SILVER



MAILBAG



Commemorating 25 years of service to business and industry

Reply-O-Letter is a quarter-century old!

Twenty-five years of helping our clients make money through the mail—vividly symbolized by our Silver Mailbag!

What does Reply-O-Letter's Silver Anniversary Mean to You?

Right from the start the original letter with the Built-In Reply Card pulled more inquiries and orders than any other form of direct mail. *30% to 50% more!* It has become the selling backbone of many industries.

Today our Silver Anniversary reminds you that we've been making this most productive direct mail letter for a long, long time.

It means our skilled letter writers and artists—at your service without cost—have mastered the technique of getting your prospects to reply.

It means the Built-In reply card (our original idea) is still the most potent reply factor.

It means the Reply-O-Letter account executives shown here have a vast reservoir of experience to help solve your direct mail selling problems.

We have a Souvenir Mailbag for You!

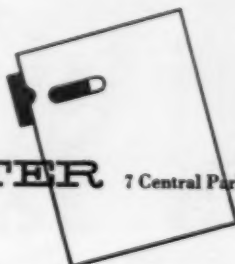
Isn't it time you discovered the many ways Reply-O-Letter can help you? Stop at our booths, 7 and 8, at the DMAA Convention and talk over your direct mail plans with us. Your souvenir "Silver Mailbag" will be waiting for you.

Or, write for your copy of "The 3 R's of Direct Mail." On your letterhead, please.

REPLY-O-LETTER

7 Central Park West, New York 23, N. Y.

Boston • Chicago • Cleveland • Detroit • New York • Portland (Oregon) • San Francisco • Seattle • Toronto.



THE
NEXT
MOVE
IS YOURS



1/4 BILLION

MAIL ORDER

**Buyers, Inquirers
and Prospects**

Here, at Mail Order List Headquarters, is one of the world's largest diversifications and selections of OUTSIDE LISTS for producing new mail order customers in volume. Many of these lists are overlooked and EXCLUSIVE. They have produced thousands of desirable new mail order customers for original list owners.

Right now, receive ABSOLUTELY WITHOUT COST OR OBLIGATION, Mosely's custom-prepared List Recommendations to help you SELL IN VOLUME. Simply send us in confidence a detailed letter.

Mosely

**MAIL ORDER
LIST SERVICE, INC.**

Mail Order List Headquarters

Dept. R-56

38 Newbury St., Boston 16, Mass.

Charter Member National Council
of Mailing List Brokers

THE REPORTER OF

Direct Mail

advertising

Vol. 21, Number 5

September, 1958

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The Reporter of Direct Mail Advertising is published monthly at 229 West 28th Street, New York 1, N. Y. Subscription price is \$6.00 a year. Second Class Mailing Privileges authorized at Garden City, N. Y. and additional entry at New York, N. Y. Copyright 1958 by The Reporter of Direct Mail Advertising, Inc. The Reporter is independently owned and operated. In addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association receive The Reporter as an Association service. Part of their annual dues pays for a subscription.





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San Marino, California
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WE STAND TRIAL EVERY DAY

AT 10 A. M.

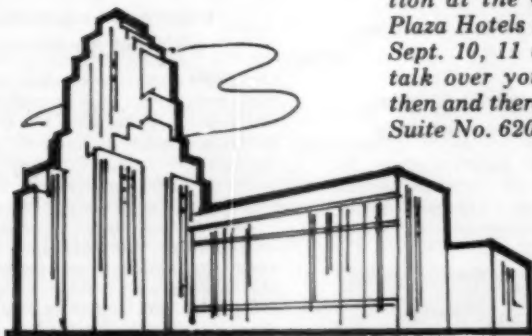
We enjoy working for a group of practical, astute and able clients.

The creative effort we apply to their problems is placed in the full spotlight of dollar-cost scrutiny every morning when the postman arrives.

As the incoming mail is opened, our services are measured against the cost of each arriving order or sales lead.

If you, too, talk the language of "cost per order" we'd like very much to make conversation with you*. An inquiry on your letterhead will bring a prompt response.

**If you're planning to attend the DMAA Convention at the Chase-Park Plaza Hotels in St. Louis, Sept. 10, 11 and 12, let's talk over your problems then and there. We'll be in Suite No. 620.*



Lawrence G. Chait & Co., Inc.

"Counsellors In Mail Advertising & Selling"

745 Fifth Avenue, New York 22, N. Y. • PLaza 1-7220

The plans and campaigns briefly reported on these pages have been resultful. Some have been described as brilliant flights of creative fancy. All have been marketing decisions first.

Some marketing situations call for heavy emphasis on direct mail . . .

"The most effective campaign in the history of the medium"

That's one authority's sum-up of a direct mail program prepared for one of Smith, Hagel & Knudsen's industrial clients.

The objective: To introduce a new product line for a company with an established reputation in another field.

Numerically the list of prospects was fairly small. Qualitatively: top executive. Salesmen rarely saw these men. Yet they had to be reached often, and with great impact.



The year-long program helped the company establish its new product line in minimum time. It now enjoys a healthy share of the market.

To our knowledge, it is direct mail's most-honored campaign.

"By far the most valuable advertising we've ever done"

The product was an industrial staple. No major selling features that were unique. No price advantage. Excellent quality and delivery — but competitors offered the same.



Problem: Find the point of difference . . . or make one. We did. So dramatically the sales director called the program "the most valuable advertising we've ever done."

The campaign took the Direct Mail Advertising Association's top award . . . Best of the Year. It's the only time in this competition an advertiser and agency have been twice honored.

"Has helped our sales expand at a tremendous rate"

Shoe manufacturing is a bitterly competitive business. Smaller companies find it difficult to gain a foothold. Particularly in markets as competitive as those of recent years.

This SH&K client, limited by a small sales organization and an extremely modest promotion budget, has been one of his industry's most interesting success stories.

A compact catalog goes regularly to the thousands of retail units, salesmen are able to visit only infrequently, or not at all.

"We are 63% ahead of the same period a year ago," the sales manager told us recently. "The fine quality of your work has helped us in a very concrete manner."

Others require a combination of publication space and direct mail . . .

Electronics equipment — without a salesman

Our client manufactures electronic equipment with broad uses in both industrial and military applications. The general distribution pattern in the field is to sell through manufacturers' representatives or company sales organizations. Our client uses neither—he sells direct—by mail only.

Advertising strategy: catalogs, frequent mailings, consistent industrial publication campaigns. Mailing list constructed to specification, painstakingly maintained.

Results: sales tripled in less than five years. Client leads his field in all preference studies — more mentions than all competitors combined.

Buyer traffic at peak, says furniture manufacturer

"When we engaged Smith, Hagel & Knudsen to direct our first advertising efforts at the beginning of this year," the president of the company wrote, "you advised us that we would see no appreci-

able results for at least two years. But our advertising campaign already has resulted in measurable volume gains — within eight months of spending our first dollar for advertising.

"More customers visited our exhibits last week than in any comparable period since our business started. What is most gratifying is that many of them are buyers we had not seen before. They were new customers who had been drawn primarily by the magazine and direct mail advertising you have prepared for us."

"The desk is piled high with inquiries . . ."

For this old and valued client, one of the best-known musical instrument manufacturers and importers in the world, we direct a program that includes space advertising in consumer, professional and business publications; continuing sales promotion and direct mail, and consistent product publicity.

Manufacturers of musical instruments have to sell at many levels: parents, children, teachers, professional musicians, serious amateurs. Each group presents its own problem of market coverage; each requires special campaign treatment.

Inquiries from advertising are important as a measure of effectiveness, as a source of business, and as a strong merchandising tool in strengthening dealer relations.

"Sales force is delighted with technical literature"

A client in the machinery industry reports that his sales organization is making increased use of the technical literature the company makes available. He credits Smith, Hagel & Knudsen with producing bulletins, brochures and catalog sheets that are "not only complete and accurate, but understandable to the layman, attractive in appearance, and valuable in helping to establish us as a progressive organization."

This company's program coordinates business publication advertising, sales promotion literature, and an external house organ . . . all prepared by the agency.

Some are best approached primarily by business paper advertising . . .

Recognition tripled . . . In one year

A survey by Fortune magazine showed an unsatisfactory score for a new client when the question was asked, "Which companies come to mind when you think of this product?" We were asked to do something about it.

In the management-level business publication campaign which was prepared, the client's name appeared only in the

*A general advertising agency
creates some of direct mail's*

MOST SUCCESSFUL CAMPAIGNS



signature. But the visual idea and theme registered so strongly that by the end of one year, the company's recognition rating by this audience was "among the top four."

Raw materials campaign contributes to 20% sales increase

The product, like many raw materials, did not lend itself to dramatic treatment. Still fairly new, it had been regarded by many prospective users as a substitute rather than an improvement. It was up against entrenched competition. In many industries which could use it to advantage, it was a comparative "unknown."



The marketing objectives: new markets — new uses — product prestige. The advertising campaign: a direct, visually-exciting presentation of new applications. Associated Business Publications Competition rating: First for Primary and Process Materials advertising. The judges called it "superb use of small space."

Sometimes the best long-term answer is a temporary "no."

New marketing plan comes out of advertising research

"You're not ready to advertise," we told a new client recently after completing a survey of his business. The appropriation he had already established—\$100,000 — has been tabled until more urgently indicated marketing assignments have been concluded. Among them: a complete analysis and overhauling of the present sales methods; a new basis for setting up sales territories; re-evaluation of markets. When the advertising program does get under way, it will be as part of a complete marketing program. Its chances of success... excellent.

Almost every agency has a file of specimen advertisements and campaigns it likes to show prospective clients.

"This," says the agency executive, "is how we think."

Important as they are, good copy and arresting layouts are not the whole measure of successful advertising.

Your agency's ability to analyze a problem goes hand in hand with its creative skill.

Sales objectives determine approach

The plans and campaigns briefly reported on these pages have been resultful. Some have been described as brilliant flights of creative fancy. All have been marketing decisions first.

The sales tools recommended — whether direct mail, publication space, radio, television, catalogs, technical literature or point-of-purchase material — have followed as a natural consequence.

Agency more than "ad makers"

The real value of your advertising agency, it seems to us, lies in more than the skillful preparation of advertising. Your agency should be a trusted member of your marketing policy group, from whom you can expect major contributions in product, market and sales planning.

This is the broad and constructive relationship Smith, Hagel & Knudsen, Inc. has enjoyed with its clients. Perhaps it can help us help you. If you would like to explore the idea, please call (PLaza 9-7613) or write.



SMITH, HAGEL & KNUDSEN, INC.

Advertising • Public Relations • Marketing Services

30 East 60 Street, New York 22, N. Y.

The Smith, Hagel & Knudsen insignia depicts a far-traveling galley of the ancient Phoenicians, among the first and greatest marketing men. The Latin, of more recent vintage, may be translated, "We will find a way or make one."



YOU'LL BE SHOWN IN THE SHOW-ME STATE

41st ANNUAL DMAA CONVENTION

TIMETABLE:

CHASE PARK HOTEL, ST. LOUIS

SEPT. 10-12

TUESDAY, SEPT. 9

8:00 p.m.: ANNUAL DMAA
CONVENTION EVE
COCKTAIL PARTY

Register early . . . then attend this "get acquainted" party in the Exhibit Area.

WEDNESDAY, SEPT. 10

7:45 p.m.: ANNUAL DMAA
CONTEST WINNERS BREAKFAST

Contest Chairman: Richard Messner, Marbridge Printing Company, New York. 58 winners of the 1958 Direct Mail Leaders Contest will receive awards.

Gold Mailbox Award: Presented by Colin Campbell, Campbell-Ewald Company, chairman of the Judging Committee . . . to most outstanding campaign of the year.

Henry Hoke Award: Presented by Reporter of Direct Mail Advertising editor Henry Hoke . . . to campaign judged the "most courageous handling of a difficult direct mail problem."

9:00 a.m.: OPENING OF
EXHIBIT AREA

Products & Services of 27 different companies on display (see exhibitor listing on opposite page). Winning portfolios in 1958 Direct Mail Leaders Contest also on display. Exhibit area open all day Wednesday, Thursday and Friday.

10:00 a.m.: OPENING SESSION

Welcome Address: Elmer Marshutz, chairman of the board, Gardner Advertising; and General Convention Chairman.

Keynote Address: H. Roe Bartle, Mayor of Kansas City. One of the

most widely heard speakers throughout the midwest, Mr. Bartle has an interesting, diversified background as lawyer, educator, scoutmaster, civic leader, humanitarian and philanthropist.

Feature Address: Edward N. Mayer, Jr., vice-president, McCann-Erickson, New York. A former president of DMAA, Mr. Mayer will talk on "Direct Mail's Relationship to Other Advertising Media."

Feature Address: Lawrence G. Chait, president Lawrence G. Chait & Company, New York. Mr. Chait, a past president of DMAA, takes an objective look at proposals for improving postal service and overall public relations of direct mail in talk titled: "Today's Challenge to Direct Mail."

11:30 a.m.: COCKTAILS
IN EXHIBIT AREA

12:30 p.m.: OPENING
LUNCHEON

Feature Address: Dr. Carl S. Winters, head of First Baptist Church, Oak Park, Illinois. A popular inspirational speaker, Dr. Winters appears through the courtesy of General Motors Corporation. The speaker, who has spent much of his life helping in the rehabilitation of young people, will talk on "Human Relations in Advertising."

2:45 p.m.: IDEA TRADING POSTS

Chairman: Maxwell Ross, Old American Insurance Company, Kansas City. Informal discussion groups in six major classifications . . . covering problems and methods related to Products & Services for Business & Professions; Industrial & Technical Goods; Magazines & Financial Services; Books & Book Clubs; Associa-

41st ANNUAL CONVENTION
HOTEL CHASE
SEPTEMBER 10-11-12
ST. LOUIS MO.

tions, Schools, Colleges, Philanthropic Organizations. Each discussion group will be lead by a leader in their field.

4:30 p.m.: ANNUAL DMAA BUSINESS MEETING

Introduction: Arthur Burdge, president, Direct Mail Advertising Association.

Presiding: Ted Bihler, Journal of Commerce, chairman of the board, Direct Mail Advertising Association.

Meeting will include election of new members of the Board of Governors, from proposed slate including: H. Huntley Geddes, Direct Mail Division, R. L. Polk & Company; Robert A. Enlow, American Medical Association; William T. Clawson, Harris-Intertype Corporation; Fred L. Williams, The Pennsoil Company; Ferd Nauheim, Washington direct mail consultant; and Earle A. Buckley, The Buckley Organization.

Evening: ON THE TOWN NIGHT

Visit St. Louis... your chance to see its baseball team in action, theatres, restaurants, etc.

THURSDAY, SEPT. 11

9:30 a.m.: CONCURRENT SESSIONS

1. Customer Development

Moderator: George Cullinan, Harry Schneiderman, Inc.

Selling or Soliciting Inquiries through magazines and newspapers: Leonard Carlson, Sunset House.

Selling Direct to Outside Lists: Miss Andy Anderson, New York.

Soliciting Inquiries From Outside Lists: Edward Condon, Banker's Life.

Getting The Most From Your Customer List: Don Jordan, Goldsmith Brothers.

Your Own List As A Promotion

Device For Getting New Business: Leigh Johnson, Foster & Gallagher, Inc.

Recruiting And Selling Through Agents: George Sprague, Readers Digest and Henry Florsheim, The Biddle Company.

2. Profitable Direct Mail For Manufacturers, Jobbers, Dealers & Industrial:

Moderator: Ray Strawbridge, Dickie-Raymond, Inc., Boston.

Using Direct Mail To Support & Supplement Space Programs: Bob DeLay, Waldie & Briggs, Chicago.

When You Sell Through Distributors And/Or Dealers: Bruce Andrews, Stran Steel Corporation.

When You Sell Direct Through Your Own Salesmen: Cy Freeman, manager, Engineered Products, Worthington Corporation.

11:30 a.m.: COCKTAILS IN EXHIBIT AREA

12:30 p.m.: LUNCHEON

Feature Address: Frank A. Armstrong, president, Sales Communication, Inc. Mr. Armstrong began his business career as a retail copywriter at Sears Roebuck, worked for a number of years as assistant sales promotion manager at Philco, then as sales promotion manager of Easy Washing Machine Corporation. He now directs the 150 merchandising, promotion and field service specialists who make up Sales Communication, Inc.

2:45 p.m.: CIRCLES OF INFORMATION

Chairman: Betty Roskam, O. H. Roskam Company, Kansas City, Mo.

Circles Cover 7 Subjects... your chance to visit from room to room and question a host of top experts on different phases of direct mail creation and production:

7:30 p.m.: ANNUAL CONVENTION BANQUET AND ENTERTAINMENT

(Korassan Room)

Chairman: Richard Messner, Marbridge Printing Company, New York.

Five Outstanding Acts will create a delightful dinner show. Young comedian Jack Herbert will M.C. the production, which features Morton Downey (courtesy of Coca Cola); Nicki and Noel, a fast moving dance team; Joe Sodja, a famous guitarist of the Fred Waring troupe before branching out as a single; and Gali Gali, entertaining Egyptian magician. An evening of dancing follows dinner and the show.

FRIDAY, SEPT. 12

9:30 a.m.: COPY CLASSROOMS

A new convention feature... designed to cover all phases of creative direct mail copy.

A.T.C.M.U. Will Meet at DMAA St. Louis Convention

The Annual Meeting of the Associated Third Class Mail Users will be held at noon, Friday, September 12 at the Chase Hotel immediately following the closing session of DMAA Convention.

Congressman James H. Morrison of Louisiana will be the speaker. He is a powerful member of House Post Office Committee and second ranking Majority Leader. He is also a rare good friend of direct mail.

Although ATCMU luncheon is not a part of DMAA package registration, all delegates are invited to join. Tickets available at door. ●

DMAA CONVENTION EXHIBITORS

The Exhibit Area is located directly below the Grand Ballroom in the hotel. It opens Tuesday, September 9, with the Convention Eve Cocktail Party at 8:00 p.m. Exhibits will remain open all day Wednesday, Thursday and Friday. Be sure to see the displays featured by these 27 exhibitors:

Addressograph-Multigraph Corp.
American Automatic Typewriter Company
Appleton Coated Paper Co.

R. E. Baum Company
B. H. Bunn Company
Champion Paper & Fibre Co.
Cupples-Hesse Corporation
Davidson Corporation
Elliott Addressing Machine Co.
Envelope Manufacturers Ass'n
Felins Tying Machine Company
Filmotype Corporation
Friden, Incorporated
Garden City Envelope Company
Gestetner Duplicator Corporation

International Business Machines
International Paper Company
Multi-Ad Services, Inc.
Nekoosa-Edwards Paper Co.
Northwest Paper Company
The Reply-O Letter Company
Responda-Letter
Scriptomatic
Sen-Bak
The Sorg Paper Company
Tension Envelope Corporation
Townsend Industries, Inc.

**A LEADING BUSINESS
PAPER REPORTED
THIS ABOUT**

Autopen

SIGNING MACHINE

International Autopen Company makes the Autopen Signature Signing Machine which rewrites a signature at the rate of 3,000 times in an 8-hour day. It writes with any fountain pen (including your own) containing any type of nib, in any color of ink. Anyone can operate the machine which is



changed in a few seconds to allow machine to write different signatures or other text. Machine written signatures cannot be distinguished from original, and is legal on any check or document. This provides control against forgery since machine written signatures are identical to master, never varying like a manual signature. To prevent unauthorized use, master can be locked in a safe, and machine can be equipped with locks and counters to control its use. The Autopen is used to sign insurance policies, stock certificates, diplomas, celebrities' photos for fans, authors' autographed books, etc. Real signatures increase the value of direct mail. So far, the government is largest user of Autopen. Machine is hand fed and operates by a foot pedal. Ideal for lettershops that produce automatically typed letters, because it offers the ultimate in facsimile letter reproduction. Literature available by writing International Autopen Co., 1026 20th St., N.W., Washington 6, D. C.

**CONVENTION PROGRAM
MAIL ADVERTISING
SERVICE ASSOCIATION INTERNATIONAL**

**Chase-Park Plaza Hotel
September 5, 6, 7, 8**

THURSDAY, SEPT. 4

7:00 p.m.—Board of Directors, Colonial Rm.

FRIDAY, SEPT. 5

8:30 a.m.—Registration Desk Opens. Lindell Foyer. Please Register Early.
12:00 Noon—Keynote Luncheon, Khorassan Rm. Invocation: Dave Fleischer, St. Louis. Welcome: Allen Oglander, St. Louis. M.C.: MASA Pres., G. B. McCollum, Chicago. Convention Keynote: C. James Proud, President Advertising Federation of America. Program Chairman: I. N. Kessler, St. Louis.

2:00 p.m.—Management & Personnel. (Concurrent Panels). *Shops Under 20—Chase Club*. Chairman Anna S. Hill, Dallas.
3:30 p.m.—(Concurrent Sessions) Film on Photolithography—Chase Club. 45 minute sound film depicts photographic operations involved in printing by photolithography.
4:15 p.m.—Exhibits Officially Open
5:00 p.m.—Chapter Officers Meeting, Lido Room. Chairman, Joyce Vander Pyl.
7:00 p.m.—Private Dinner Groups.
8:30 p.m.—St. Louis Chapter Party, Chase Club. Showboat Casino—Gay Nineties Welcoming Party & Red Badgers Reception. Entertainment & Dancing. Save your "dollars" for the big Auction of valuable items.

SATURDAY, SEPT. 6

8:45 a.m.—Area Discussions, Khorassan Rm. Chairman I. M. Van Gelder, Chicago.
11:30 a.m.—Addressing & Mailing, Chase Club. Panel & Demonstrations. Chairman, M. K. Buda, Detroit; Stanley Rickert, Dayton; Jerry Osherow, St. Louis; George Schmidt, Chicago.
12:30 p.m.—Pick Your Own Luncheon Group.

1:30 p.m.—(Concurrent Sessions) *Occupant Mailing Group—Regency Rm.* Chairman Lelon Crum, St. Louis. Business meeting. Paper by Les Cullman, Columbus, "Compilation & Maintenance of Occupant Lists."

Mimeo Art Exchange—Chase Club Chairman Gladys Farrand, North Hollywood, Calif. Business Meeting. Idea Session.
2:15 p.m.—Two Cost Panels
Cost Possibilities for the Small Shop, Chase Club. Chairman Gil Spencer, Boston; E. M. Pittenger, Chicago; John C. Ramsden, Boston.

Cost Reduction Through Work Simplification, and Systems and Methods. Regency Room.

Chairman Edward Lustig, New York; Leo Bernheimer, Jr., Boston; Harold R. Gabrielson, Minneapolis; Elias Roos, Milwaukee.
4:00 p.m.—Offset and Cold Type Composition Session. Chase Club. Chairman, N. K. Parker, Sr., Montgomery; Margaret Kretschmar, Davenport, Ia.; Varitype Composition; Elaine Johnson Minneapolis, Electric Typewriter & Proportional Spacing; Robert Williams, Detroit, Photo Composing; Robert D. Drummond, Re-Pro Type Co., St. Louis, Other Types of Composition and Pasteups; Robert H. Taggart, Syracuse, Summary & Comments.

7:00 p.m.—Annual MASA Banquet, Khorassan Room. Dress—Optional. Dancing, Miss D. M. Contest, Entertainment. Bunn Winter, Entertainment Chairman. Lelon Crum, Miss D. M. Comm. Chairman. (C.O.D. Bar).

SUNDAY, SEPT. 7

9:00 a.m.—Demonstration Session. Exhibit Hall—East End. Chairman, Lou Horowitz, St. Louis. Three full hours of schooling on equipment and supplies. New equipment and new tricks with old equipment.

1:30 p.m.—(Concurrent Panels) *Mimeographing That Sells*. Regency Room. Chairman, Catherine T. Gillen, Boston; Grace Crumpler, Dallas; Gladys Farrand, North Hollywood, Calif.; Ray Frost, Portland, Me. *Multigraphing—The Way The Experts Do It!* Khorassan "A." Chairman, Norman Kearney, Boston; Lloyd Tupper, Chicago; Manifold, Chicago; Robert Sperry, John H. Sperry Co., Boston.

2:50 p.m.—Two Offset Panels. *Under 14 x 20—Khorassan "A."* Chairman, E. W. Husen, Detroit; E. P. Anderson, Milwaukee, Multilith; Thomas Driver, Wash., D. C., Whiting; Ruth Forsland, San Jose, Calif., Davidson; Jack Reilly, Detroit, A. B. Dick No. 350.

14 x 20 & Over—Regency Room. Chairman, Lou Beck, Pittsburgh; Allen Hickok, Chicago; M. S. Feldenheimer, Philadelphia.

4:30 p.m.—Business Meeting. Khorassan "A." Pres. G. B. McCollum Presiding. Election of Directors, Constitutional Amendment.

7:00 p.m.—St. Louis Open Shops. Buses leave Chase entrance at 20 minute intervals commencing at 6:45 p.m. Dine en route. Host shops will serve a progressive dinner, beginning with cocktails and hors d'oeuvres at the first stop. *Hosts:* Jerry & Aaron Osherow, Advertisers Addressing System. (Cocktails & hors d'oeuvres). *Hosts:* Dave Fleischer & Allen Oglander, Commercial Letter, Inc. (Buffet Supper) *Host:* Cliff Kelley, Cliff Kelley Office Service, Inc. (Coffee Dessert) *Hosts:* Shade & Bob Wilson, Duplicating Service Co. (After Dinner Refreshments).

MONDAY, SEPT. 8

9:00 a.m.—Sales & Advertising Clinic, Chase Club. Chairman Francis S. Andrews, Boston; John T. Maguire, Asst. Prof., Uni. of Illinois; W. Marion Newman, Jr., Dallas; Robert Silverman, Cleveland.

10:45 a.m.—Sales & Advertising Clinic. Resumes in Chase Club.

12:30 p.m.—Closing Luncheon, Khorassan Room. Invocation: Horace Nahm; M.C.: Allen Oglander, St. Louis; Introduction of guests and new officers. MASA Awards Program. Chairman, Dick Smith, San Francisco Local Chairman; John Griffiths; Miles Kimball Award by Committee. Chairman, Don W. Hacker, Detroit. Invitation to Montreal by Canadian V.P., Jeannette Cayford, Montreal.

3:30 p.m.—Board Meeting, Colonial Rm.

TUESDAY, SEPT. 9

9:00 a.m.—G&H Meeting, Regency Room. Program Ch., Robert Silverman, Cleveland.
12:00 Noon—G&H Luncheon, Lido Room.

"WE
KNOW
THE
POWER
OF
PRINT..."

because we got to know our printer better,"

Says William Seabrook, Director of Advertising, Holland-America Line

Successful business men, like William Seabrook, know from experience the value of good direct mail advertising. They also know the value of calling in a good printer right at the start of every campaign.

Today's printer is more than a craftsman. He's an idea man, too, and an expert at helping you find

the most attractive and effective way to present selling ideas economically.

You'll like working closely with your printer. We know because we've done it for years in bringing him quality papers he needs to serve you best — the most complete line in the world!

MEAD
papers

MEAD PAPERS, INC., Sales Offices: 118 West First Street, Dayton 2, Ohio • New York • Chicago • Boston • Philadelphia • Atlanta
A Subsidiary of The Mead Corporation

WELCOME TO THE DMAA
41st CONVENTION



My staff and I are
looking forward to
seeing all of you
again in St. Louis.

Arthur Martin Karl
president

names unlimited, inc.
352 fourth ave.
new york 10, n. y.

PHOTO-ENGRAVING

You can measure the success of
your printed promotional material
more accurately by selecting
"Horan" in the preparation of
quality *Black & White*, *Benday*
or *Color Process* printing plates.

In the production of dependable
photo-engravings the human element
is as great a factor as the
best of modern mechanical techniques.

Why not call for one of our representatives.

INQUIRE ABOUT OUR 14mm SOUND COLOR
FILM OR PHOTOENGRAVING

Operating Twenty-four Hours a Day,
Four Shifts Every Work Day



P. S. A copy of "The
Art and Technique of
Photo Engraving" will
aid you with your production
problems. Send
\$2.00

HORAN ENGRAVING CO., INC.

44 West 28th Street, New York 1, N. Y.
Murray Hill 9-8385
Branch Off.: Newark, N.J., Allentown, Pa.

SHORT Notes DEPARTMENT

We welcome your direct mail ideas and news items for this department.
Send all material to Short Notes Department, The Reporter of
Direct Mail Advertising, 224-7th St., Garden City, N. Y.

□ **FISH STORY (BY MAIL):** Not long ago thousands of business executives received a corrugated shipping bag in their morning mail. Inside: two real and very much alive gold fish. Sealed in a plastic inner bag containing water, the direct mail fish were sent by Sherman Paper Products, Newton Upper Falls, Mass. . . . to demonstrate protective qualities of their all-purpose Corro-Bags. The fish arrived in perfect shape . . . giving Sherman Paper a dramatic demonstration of their lightweight, cushioned shipping bags.

□ **SPEAKING OF BAGS** . . . last month's California Corset Bra & Lingerie Show was promoted with a pink one. Foundationwear and lingerie buyers received a pink bag in their mail slugged: "What's New . . . Under the Sack?" The bag was imprinted with a line drawing of a female (you could tell by the high heels and earrings) wearing the new sack look. The drawing showed a subtle outline of a brassiere, girdle, and garters on the underlying figure. "Today's fashions (?) demand different points of under-emphasis than those of yesterday," said the copy. Those attending the show were promised a showing of late-style chemise, coordinated with appropriate underpinnings.

□ **"IDENTITY"** is paramount in good letterhead design . . . and effective use of color is one of the best ways to establish identity. This fact is pointed out vividly in a new letterhead sample portfolio from Fox River Paper Co. . . . demonstrating how their FR Laid Line provides a range of colors more suitable for letterhead design. Titled "The Power of Color", the portfolio contains some of the best letterheads and matching envelopes we've seen in a long while. Suggest you write to Fox River in Appleton, Wis. for a copy of this striking red-covered sampler. Bound to stimulate your imagination to-

ward more exciting use of color . . . for better letterhead "identity."

□ **SWEET SMELL OF DM SUCCESS:** Ralph Bing Advertising Co. in Cleveland, Ohio has found a new type of direct mail gimmick: Army surplus. The agency recently mailed 1,000 surplus gas masks, with attached tags reading: "Business stink? Call Ralph Bing Advertising at SUPERIOR 1-2773. The gas masks, sent to prospective consumer and industrial



clients, originally cost the government \$7.87 each . . . complete with mask, filtering chemicals, canister, carrying bag and instruction book. The mailing was so successful that Bing followed it up in June with another surplus gimmick—periscopes. The message: "How business is looking up for you!"

□ **SPEAKING OF GIMMICKS** . . . Creative Mailing Service in Freeport, New York has started a "Creative Fun Club." There are no membership cards, dues, officers or meetings for the business executives who have been "elected" by mail. "The only purpose of the club," says Creative's Bernie Fixler and Bob Dale, "is to distribute socio-economical material, psychological devices and philosophical literature." The first distribution: a boxed "Panic Switch" for explosive executives. "We are issuing this Panic Switch to all our top echelon," said a memo inside, "to minimize the stress and strains of your working day. This Panic Switch is designed to take the

Here's a reprint of
an ad we ran some time
ago—brought up to date

We think it warrants another
reading at this time

What is the NCMLB?

I would like to devote this space to praise of my colleagues, the members of the National Council of Mailing List Brokers. As former chairman of the Council I have had many opportunities to learn what fine business people they are and how constructive their efforts for the good of the mail order business have been.

Fifteen years ago a group of us got together to exchange information on lists and other things of interest to mailers. So much was accomplished that we all felt it would be helpful to the mail order business as a whole—to mailers and to list owners—if we could standardize certain procedures connected with renting lists.

First we agreed that our broad aims would be:

To encourage and extend the successful use of keyed direct mail to rented lists of mail buyers, inquirers, and other prospects.

To promote the highest standards of service to mass mail users and list owners.

To offer a central channel for discussion of general or special problems of interest to brokers, mailers, and list owners.

To collect and disseminate information and ideas affecting the use of keyed, direct mail among members of the Council and others interested.

To obtain and maintain the fairest possible list rates in the interest of maximum volume for mailers and list owners.

The members of the council have done a remarkably good job in achieving these aims. Year after year the service of all of us improves. Fifteen years ago the total volume of direct mail was about five billion pieces a year. The figure for 1958 is close to 20 billion pieces, or almost quadruple. So the function of the broker becomes more and more vital to the mailer. We are not immodest in saying that many mailers literally could not function without the help of the broker. Consider what he does.

According to his volume, each broker spends from hundreds to thousands of dollars yearly to secure new lists. Where one broker is not successful in opening up rental privileges on a list, another may be. Probably the combined effort of several brokers often does the trick. If brokers did not exist, any large mailer would have to have a person spend almost his full time just trying to find lists. This person would have to have a lot of ingenuity and be paid accordingly. A broker will make hundreds of local and long distance phone calls a week and write an equal number of letters merely to clear orders through.

All a mailer has to do is to tell the broker which lists he wishes to test or run, the quantity of names he wants and perhaps the key numbers—all on one order memo.

The broker then gets clearance, sends out



separate orders, follows up to see the jobs get done, sends out bills and collects payment for the list owner. The larger the mailer is, the more time a broker saves him.

The broker's service to the list owner is as great as to the mailer. Most owners of lists rent their names entirely as a side line to their normal business. This can be a very profitable project which can practically run itself with a broker's help. A broker's suggestions can be especially valuable to the list owner who has never rented his names before.

A broker is in close touch with what goes on in the mail order field. He has observed over a period of many years the successful and unsuccessful mail order operations and the value of his experience could hardly be paid for in fees by the average mailer. Yet this experience is free to those customers who want to take advantage of it. The broker knows the best

list sources and can warn a mailer about any unreliable lists that he himself knows about or any list any other broker has reported to be unreliable.

For a broker to be able to give the best service, there must be mutual confidence and cooperation with the mailer. Most mailers recognize this and try to be fair in placing orders. They realize that the preliminary work of getting the information about a list—of passing this information on—and of clearing the initial test—is completely unprofitable to the broker. The broker is happy, however, to do this work expecting that when the test produces good results he will be repaid with a larger order. Our Constitution

was set up to protect each member from such a loss. It says, "When it becomes known that a continuation mailing has been scheduled through the wrong broker, it is the responsibility of both brokers to make the proper transfer." A mailer does not necessarily have to remain wedded to the original broker forever. If the first broker fails to keep the mailer currently informed about the list, business may be transferred after a year has passed. Another useful rule we have adopted provides that the first broker to tell a mailer about a new list is entitled

to the order. Fair minded mailers are sometimes in a quandary about placing orders when they receive information about a list from several brokers at once. It's very easy, though, to settle this problem. The broker who has given the most complete and accurate information deserves the order.

When you want good advice and reliable service we recommend that you call in a member of the National Council of Mailing List Brokers. Here are their names:

Archer-Bennett List Service, Inc.
George R. Bryant Company
Walter Drey, Inc.
Guild Company
Dependable Mailing Lists, Inc.
Willa Maddern, Inc.
Mosely Selective List Service
Names Unlimited, Inc.
D. L. Natwick
James E. True Associates

Would you like a copy of our Constitution? We'll be glad to send you one.

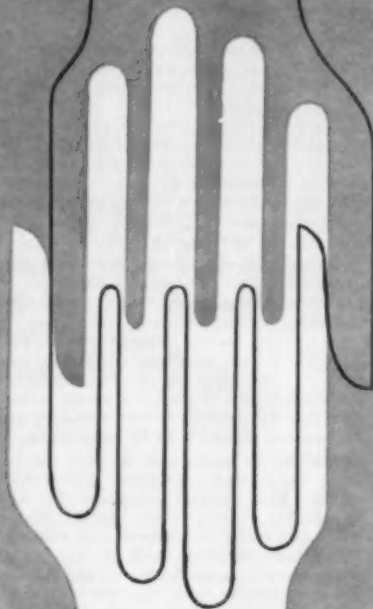
Arthur Martin Karl

President

NAMES UNLIMITED, INC.

352 Fourth Avenue MURRAY HILL 6-2454 N. Y. 10, N. Y.
Charter Member National Council of Mailing List Brokers

OUR 31ST YEAR IN THE LIST FIELD



HAND IN HAND

Direct mail serves hand in hand with your salesman . . . paving the way for him, supporting his effort, locating prospects who are ready, willing and able to buy.

For direct mail that lends a genuinely helping hand to your sales program, look to the special promotional experience of the Hickey Murphy Division of James Gray, Inc. You'll find a unique creative service, flexible enough to meet your specific direct mail needs.

For a handful of practical direct mail ideas, write for a free copy of the informative booklet, *How To Put Action Into Your Direct Mail*.

THE HICKEY MURPHY DIVISION OF JAMES GRAY, INC.

216 East 45th Street, New York 17, New York • MUrray Hill 2-9000

guff you'd otherwise vent on your secretary, assistant, wife, children and baby doll."



□ **MANY OUTDOOR ADVERTISING FIRMS** have used direct mail successfully to sell their media. Now, Michigan Advertising Distributing Co., the state's largest occupant direct mail firm, is using this billboard to sell theirs. Head-



lined "Merchants Wise — Circularize — Occupant Direct Mail, Of Course!" the billboard is strategically located on 7 Mile Road in Detroit. It's opposite Darby Restaurant . . . popular meeting place of local merchants. Jerry Sklar, president of the direct mail firm, says his company plans using more billboards like this one throughout Greater Detroit.



□ **"PITIFUL R. PROFIT GETS THE SQUEEZE"** is a clever cartooned booklet created by Vaule & Co., management consultants, Industrial Bank Bldg., Providence 3, R. I. It tells a timely business story through cartooned characters "Pitiful R. Profit," "Prices," "Cost," "Expansion," etc. Copy is short . . . but concise. And the story winds up with a sound morale for management looking for a way to "Take the Squeeze off profit." J. W. Lund of New England Envelope Co., who sent us this booklet, says he thinks it's one of the most eye-catching and effective pieces of its kind he's seen in some time. We agree.



□ **RADIO CONTROLLED PRODUCTION** is the feature of a recent promotion piece from Brooklyn Letter Service, Inc., 500 Pacific St., Brooklyn, N. Y. An interesting BLS folder told how their trucks are equipped with telephone radios. "After you call us at ULster 5-4400," said the copy, "we will immediately dispatch our mobile unit to your premises. A team of highly skilled and trained mailing technicians with complete knowledge of mailing and postal regulations are then dispatched to your place of business . . ." The service is designed

**"If you're ready,
George,
we'll show how
these
U.S.E. Envelopes
go places
for ad-men"**



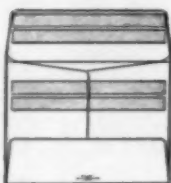
1. This line has the distinguished *diagonal seams* and *pointed flap* which are characteristic of first class mail. It is made of tough glazed brown Kraft Paper — will hold its own in a mail bag! Ask for *Columbian® Flat Mailers*, in stock sizes up to 10" x 15".



2. *Columbian First Class Mailer* travels First Class in all post offices. It comes printed with the official "green diamond" border and the words "First Class Mail" on face and back. Stock sizes 9" x 12", 9½" x 12½", 10" x 13".

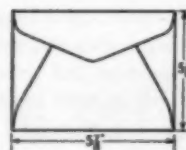


3. *Columbian Air Mailer* has the familiar "Jet Wing" border in red and blue, and the words "Via Air Mail" on the face. Stock size, 9½" x 12½".



4. For bulky, bulgy mail, use the *Dubl-Grip® Self-Seal®* line. It seals at a touch, without moisture. Stock sizes up to 10" x 15". Certain sizes can be printed with the "green diamond" First Class Mail border.

5. You know these next two envelopes! They're sometimes called "Everyman's Briefcase." They are the famous *Columbian Clasp* and *Columbian String and Button*, and are made in 24 sizes from 2½" x 4¼" to 12" x 15½".



Now you can give your Third Class Mail a new look with full security by sending it *sealed, unmarked*, if your envelope measures *more than 5" wide or more than 11½" long* — according to Postal Manual Par. 134.81c. Here is a typical U.S.E. envelope that would come under this rule because it measures more than 5" wide. It is ideal for printed announcements or ad-letters folded square.

You'll find many good ideas in the U.S.E. Envelope Selector Chart — it shows styles and sizes. Sent free, with a copy of P. O. Manual Par. 134.81c. Address Advertising and Sales Promotion Department —

U.S.E. protects you



with uniform quality - guaranteed

UNITED STATES ENVELOPE

COMPANY



**Springfield 2, Massachusetts
15 Divisions from Coast to Coast**

EA-4



Keep your customers beautifully covered with Hammermill Cover

WHEN YOU PRINT on durable Hammermill Cover, its firm, level printing surface and high brightness give extra sparkle that impresses customers and prospects. Illustrations, solids, type—everything you sell in print looks better on Hammermill Cover.

Hammermill Cover is made with Neutrancel®, the exclusive hardwood pulp developed by Hammermill. Neutrancel gives Hammermill Cover that important feel that says "Quality". And Neutrancel's strong fibers also enable Hammermill Cover to take beautiful embossing, to score and fold cleanly and neatly.

Hammermill Cover is available in 9 handsome, like-sided colors and fluorescent "radiant white".

When your printer recommends Hammermill Cover for a job, you'll know he's suggesting quality paper. Why not see for yourself how Hammermill Cover can add extra impact to your finest printed pieces. Send for the free sample book that shows weights, sizes and colors. Write on your business letterhead, please. And remember, for a cover job, there's no paper like a good cover paper. Hammermill Paper Company, 1621 East Lake Road, Erie 6, Pennsylvania.

HAMMERMILL COVER

BY THE MAKERS OF HAMMERMILL BOND

FOR CATALOGS • BOOKLETS • MENUS • PRICE LISTS • FOLDERS • BROADSIDES • MANUALS

for "Confidential mailings...done on your premises."



□ **MORE THAN 200,000** automotive dealers, jobbers and service station operators have been on the receiving end of aggressive space merchandising... from The Electric Auto-Lite Company, manufacturers of Auto-Lite spark plugs. A two-color wrap-around direct mail portfolio included reprints of Auto-Lite's gate fold, full color trade publication insert, and a banner-sized reproduction of their recent *Saturday Evening Post* spread. Outside of the wrap-around merchandiser was a tabloid-style report of Auto-Lite's "Power Tip" plug. The reverse side carried a chart showing spark plug specifications for 1958 and late model engines. Auto-Lite advertising director D. B. Seems says the merchandising effort "more than doubled the sales punch of the two ads."



□ **THIS NEW DOUBLE-DUTY MACHINE** from Pitney-Bowes, Inc. both folds and inserts letters at the rate of 200 in 3 minutes. Premiered at the



recent National Office Management Assn. show in Chicago, P-B's new folder-inserter feeds, folds and inserts automatically. Two enclosures can be inserted by running material through twice. It also inserts multiple enclosures, nested. You can get price and details by writing to Pitney-Bowes, Inc. in Stamford, Conn.



□ **HOW SIX COMPANIES CUT COLLATING COSTS** is the subject of an illustrated booklet produced by Macey Company, makers of the Macey Collator. Eight pages contain case histories of B. F. Goodrich, Dun & Bradstreet, S. S. Kresge, Jaymac Systems, Esso Standard Oil and The American Cancer Society... telling how their collating problems were controlled by mechanization. Applications described show how these companies handle assembly of multi-page letters, catalog additions, price

the

Roskam
MAILING LISTS AND SERVICES

talbot 2-1881

company, forty-third and state line
box 855, kansas city 41, missouri

DMAA Convention Month!

Welcome Conventioneers

to Missouri, the "Show Me" state.

You'll be shown a wonderful,

worthwhile time! So, enjoy yourselves!

Cordially,

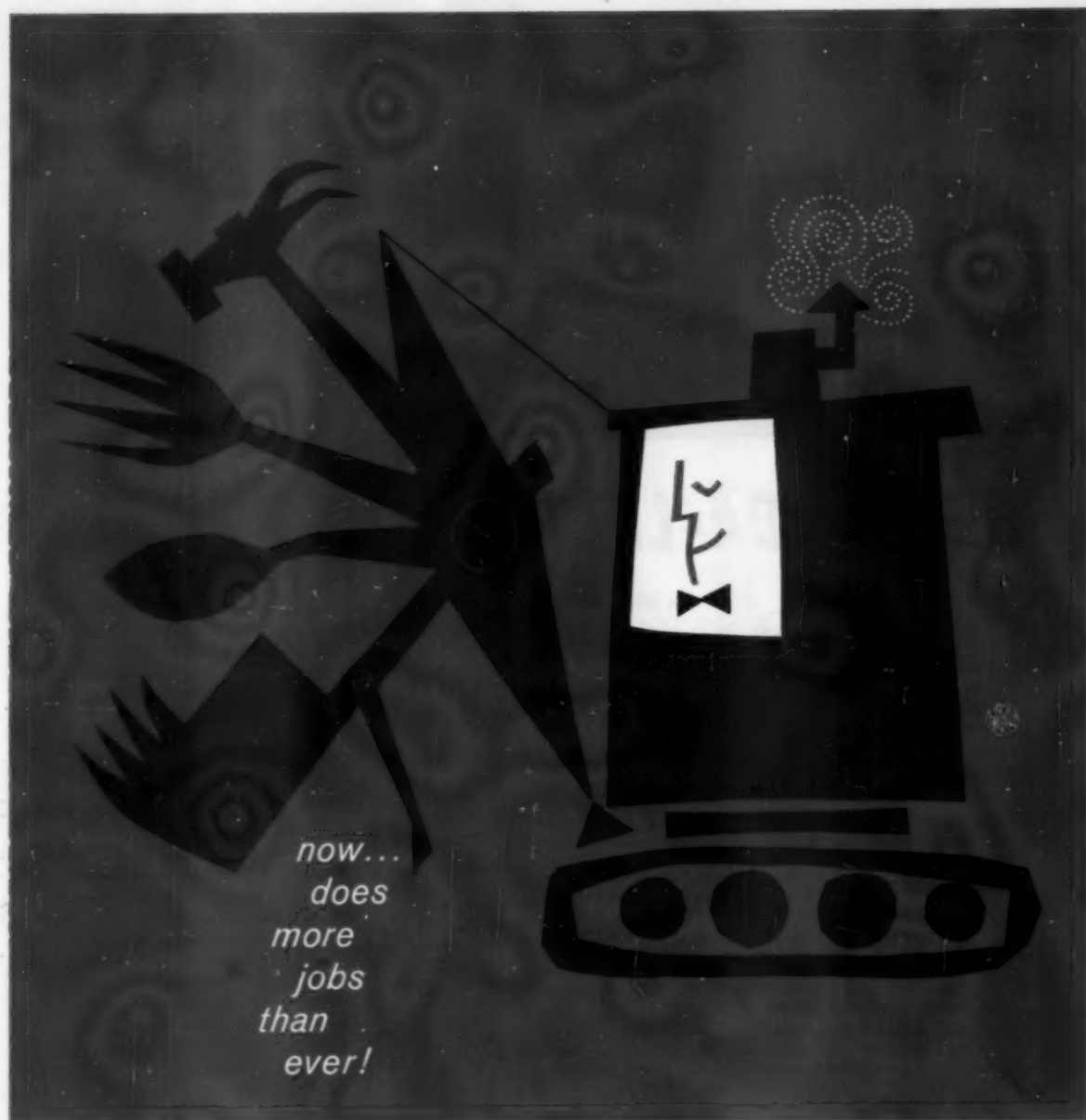
Betty and Oliver

Betty and Oliver Roskam

P. S. In case you want to talk business about lists

mailing services or co-operative mailings ... we'd

be delighted!



*now...
does
more
jobs
than
ever!*

EAGLE-A QUALITY TEXT with the new COVER WEIGHT

Here's a tip for your next printing job — famous Eagle-A Quality Text is now more versatile than ever! It's available in a *new* Cover Weight in white and matching colors . . . in a *new*, improved "Brite White" in text and cover weights, with greater opacity . . . and in *new* sizes in six eye-catching colors. Now you can specify Quality Text and Cover Weight for more jobs than ever — brochures, catalogs, annual reports and programs in a wide variety of sizes. And you can order envelopes to match.

You'll like the economy of this fine printing paper, too. Write for a sample portfolio.

EAGLE-A  PAPERS

AMERICAN WRITING PAPER CORPORATION, HOLYOKE, MASS., Makers of famous Eagle-A Coupon Bond and other Bonds, Onion Skins, Manifolds, Record-Ledgers, Bristols, Texts, Covers, Boxed Typewriter Papers and Technical, Industrial and Special Papers

for

Distinctive, Discriminating

DIRECT MAIL

that brings you more replies

specify...

RESPONDA-LETTER

PULL
HERE

Your Prospect's Name
Address
City State

the letter with the

"BUILT IN"

reply card or envelope

Mr. Direct Mailer,

You can't avoid the postal rate increases, of course -- but you can more than offset them by seeing to it that you get maximum returns for your direct mail dollars.

RESPONDA-LETTER is ready to help you put extra pulling power into your next mailing. With its "built in" reply card that addresses both the letter and the envelope, RESPONDA-LETTER makes it convenient for your prospect to reply.

So convenient, in fact, that many of the top names in publishing, insurance, fund raising, industry, retailing and mail order now specify RESPONDA-LETTER to make sure they get those extra replies.

Our experienced staff will do layout, copy and artwork if you wish -- or we'll take it from your drawing board. May we get together and work up some ideas?

Sincerely,
RESPONDA-LETTER

P.S. If you'll be at the convention in St. Louis (Sept. 10,11,12) we'd like you to visit us at Booth No. 63.

why not write ...
or give us a call ?

RESPONDA-LETTER

411 South Sangamon Street • Chicago 7, Illinois

MOOnroe 6-9878

lists, changes, etc. The booklet is available from Macey Company at 5350 W. 130th St., Cleveland 30, Ohio.



□ **THE QUICK-STRIPPER** is a new product designed to remove plates and cards from all styles of Addressograph frames, including those holding more than one plate. Operators can strip



frames two to five times faster than by hand... never touching the embossed plate or ink. Five basic models are available... with adaptors to remove one or combination of plates with or without index cards. You can get a detailed brochure from The Quick-Stripper's manufacturer, Addressing Machine Co. of California, 667 Mission St., San Francisco 5, Calif.



□ **TOASTMASTERS INTERNATIONAL** has published a helpful how-to-do-it *Public Relations Manual for Clubs and Associations*. The 16-page booklet tells how to set up a club public relations program... in detail. Covers tools needed, essentials of good news releases, press relations, photograph handling and many other pointers for good pr. Also contains several good illustrated examples. Write to Toastmasters' executive secretary Ted Blanding, Santa Ana, Calif., and ask him for a copy.



□ **"IDEA WORLD"** is the name of a new trade magazine... devoted to "improving communications of human relations aspects of important issues among opinion leaders in all walks of life." Published by E. W. Pryor, president of Public Relations, Inc., the magazine will cover current contemporary thinking of America's business, professional, religious, civic, educational and scientific leaders on issues confronting our society today. International in scope, it will have a controlled circulation of 100,000... sent to rotating monthly lists of one million opinion leaders. Ad-

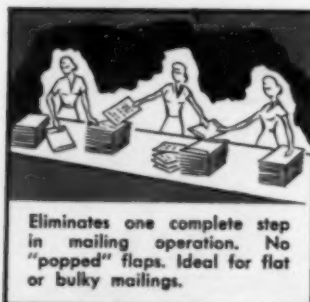
CUT COSTS WITH TENSION **Touch 'n Seal** ENVELOPES they seal 20% faster! ...best for bulk...

Don't let rising mailing costs wash away your profits. Change now to Tension Touch 'n Seal envelopes. They seal without moisture. You get...

1. "First Class" appearance for your third-class mail. Touch 'n Seal Envelopes 5" x 11½" or larger in either dimension go in the mail fully sealed under Post Office regulations.
2. Easier, faster mailing. Touch 'n Seal saves one complete step in mailing. Handles any shape inserts — flat or bulky — without popping flaps.



Here's why Touch 'n Seal works faster...



TENSION ENVELOPE CORPORATION

Campbell at 19th Street, Kansas City 8, Missouri

For new, creative envelope ideas
SEE US AT BOOTHS 74 and 75 • DMAA Convention

POSTAGE RATES UP

Labor Costs Send Mailing Expenses Soaring

SAVE ON EVERY MAILING WITH TOUCH 'N SEAL

Whatever kind of mailing you do — correspondence, catalogs, sales letters, direct selling of merchandise — Tension Touch 'n Seal can cut your costs.

Touch 'n Seal saves you money in mailings or packaging because you handle these envelopes faster. No moisture. No complicated sealing operations. Just press — Touch 'n Seal is ready for mailing. Write or call your Tension representative for Free Samples.

Ready for immediate delivery in these sizes:

Open End		
3, 5½, 7 coin.....	9	x 12
4½ x 6¾.....	9½	x 12½
6½ x 9½.....	10	x 13
7½ x 10½.....	10	x 15

Open Side

6¾, 7¾, 9, 10

Special sizes and designs
TAILORED TO REQUIREMENTS
Write or ask your
TENSION REPRESENTATIVE



A. B. DICK
Model 350
offset duplicator

says who...?

A New York Engineer

"... true reproduction of the most intricate drawings"

A Pennsylvania Sales Promotion Manager

"... satisfactory in every way—doing a real job"

A Wisconsin Purchasing Agent

"... saves us 40% in printing costs"

A Pennsylvania Insurance Executive

"... finest offset duplicator of its kind and size on the market today"

For a free portfolio of letters telling what users themselves have to say about the Model 350, clip coupon below.



A·B·DICK®
DUPLICATING PRODUCTS



A. B. DICK COMPANY, Dept. RDM-9
5700 West Touhy Avenue, Chicago 31, Illinois

Yes, I'd like to see the packet of 20 letters from users of the A. B. Dick offset duplicator.

Name

Position Company

Address

City Zone State

vertising rates will be \$1,500 per black and white page. *Idea World's* address is Box G, Ambassador Station, Los Angeles 5, Calif.



☐ **MORE THAN 14,000 FIRMS** are statistically profiled in the new 1958-59 *New Jersey Industrial Directory* just off the press. The new directory, first of its kind to switch to electronic compilation for continuous accurate maintenance, lists names, addresses of firms, names of 34,000 key personnel, products manufactured and other information. The 58th edition of this popular directory also includes helpful market information on the Garden State. You can get complete information from the publication's office in the Port Authority Bldg., 111 8th Ave., New York 11, N. Y.



☐ **A NEW DEPARTURE** from usual presentation of paper samples has been created by Wausau Paper Mills Co. in a beautiful booklet titled *Adventure In Paperland*. It's a colorful 10" x 14" history of the Northland's papermaking country... with an array of full color and black and white photos, drawings and maps. The spiral bound, 20-page book has Wausau Text, Everest Text and Brokaw Opaque offset stocks dispersed throughout... showing reproduction qualities of the historical photos and artwork. It's an interesting, unusual and stimulating presentation. You can get a copy by writing to Wausau at Brokaw, Wis.



☐ **CHRISTMAS IN JULY:** Wetmore & Co., creative printers at 1015 S. Shepard Dr., Houston, Tex., sent several thousand department stores a dramatic portfolio last month... selling their "Flappin' Mouth Santa Puppet" giveaway for Christmas promotion. The portfolio, sealed with brilliant Christmas stickers, contained an excellent sales letter, reply card and sample of Wetmore's die-cut 16" Santa Puppet. The unusual giveaway Santa features a moving mouth... revealing a personalized store imprint. While originally designed for department stores to give out to moppets, the die-cut Santa could easily be adapted for direct mail. Prices range from \$42 per M in 50,000 quantities to \$69 per M for 5,000. You can get a sample from Wetmore's Jack Andrew at the above address.



☐ **TWO BROCHURES** just published by Cheshire, Inc. describe the company's two new automatic labelers... designed for direct mail and publication work. They show the Cheshire Model SL, a custom-built unit capable of labeling up

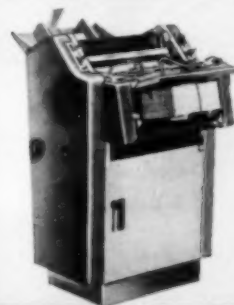
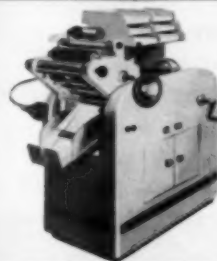
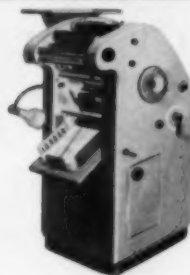
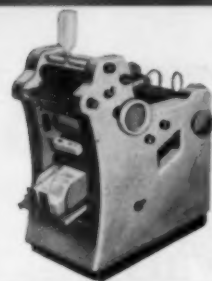


high operating costs got you on the run?

Now you can cut your operating costs by eliminating the wasted time and effort of needless re-runs, with the specific ATLANTIC PAPER designed to enable you to do a better-quality job.

ATLANTIC papers have the uniformity required for color, cleanliness and ink receptivity... greater opacity to reduce "showthrough"... correct bulk and stiffness for smoother running... and moisture-control that adds dimensional stability for more accurate register.

Why not begin now to cut your operating costs? Call your nearest Franchised EASTERN Merchant for guidance and samples. And ask for the EASTERN comprehensive instruction book for 1958, "Introduction to Office Duplicating and Printing." It's informative and profitable.



EASTERN



EXCELLENCE IN FINE PAPERS

ATLANTIC BOND • ATLANTIC DUPLICATOR • ATLANTIC Mimeo • ATLANTIC OFFSET • ATLANTIC OPAQUE

Atlantic Papers

PRODUCTS OF EASTERN CORPORATION, BANGOR, MAINE • MANUFACTURERS OF FINE BUSINESS PAPERS AND PULPCELL® PULPS
MILLS AT BANGOR AND LINCOLN, MAINE • SALES OFFICES: NEW YORK, BOSTON, CHICAGO AND ATLANTA

Contrary to
popular belief—

ANYBODY
CAN WRITE
DIRECT MAIL



But *selling* by mail is something entirely different. When you're after inquiries, orders, a *tangible* result of any kind, you'll find it more profitable, more satisfactory, actually less expensive to use a *specialist*. The Buckley Organization, for instance, has had 36 years of experience developing the kind of sales messages that get read, believed, acted upon. For such firms as—

International Business Machines Corporation; National Geographic Society; Chilton Company, Inc.; J. B. Lippincott Company; Dictaphone Corporation; Selas Corporation of America; R.O.H. Hill, Inc.; The Mead Corporation; The Mosler Safe Co.

Phone RIitenhouse 6-0180, or write

THE
BUCKLEY ORGANIZATION

Philadelphia National Bank Building
Philadelphia 7, Pennsylvania

to 20,000 periodicals per hour; and the Model E, a flexible machine with rotary heads for IBM and Addressograph tape strips. Free copies of the illustrated 8½" x 11" brochures are available from Cheshire at 1644 N. Honroe St., Chicago 22, Ill.

□ "THE MCINTYRE MARKET" is profiled in a dramatically designed booklet just published by O. E. McIntyre, Inc. With emphasis on how the firm reaches "marginal neighborhoods", the booklet shows how packaged goods advertisers can get more mileage out of their coupon advertising. Graphically presented copy explains how McIntyre's telephone list of 36 million families can provide a higher degree of "built-in selectivity . . . less mailed, but better results". Also describes the firm's "9500 Plan", a market breakdown of the entire country into 9,500 different mailing units. You can get a copy of the booklet by writing McIntyre at 375 Park Ave., New York 22, N. Y.

□ HAND WEAVE PAPERS are showcased in a new sample book produced by Byron Weston Paper Co. Both laid and wove finish stock contained in the book show how hand weave has been given a brilliant white with fluorescent dye. The laid finish is also available in Ivory, Blue, Green and Gray pastel shades. If you're looking for a stock with real brilliance, get this sampler from BW in Dalton, Mass.

□ "IDEA KIT NO. 11" is the latest in Linton Paper Co.'s series of Bristol stock samplers. The new portfolio contains printed specimens showing creative uses for several Linton Bristol grades. Included are an unusual business card, a door hanger and milk-bottle topper, two quality self-mailers and a greeting card. You can get a copy of Idea Kit No. 11 by writing to Linton Brothers & Co.'s ad department at Box 460 Fitchburg, Mass.

□ WHAT MAKES MAIL ORDER SUCCESS?: "People" . . . according to Carol Beatty Co., west coast mail order house at 100 Beatty Bldg., Hollywood 46, Calif. Cover of their recent catalog was headlined: "People Make the Difference . . . We've grown from 25,000 catalogs in 1952 to 5,000,000 in '58." Inside copy explained: "people who praise (by writing flattering letters), people who criticize (by offering constructive suggestions and ideas), people who talk

behind our backs (by showing Beatty purchases to friends, spreading the word), people who work for us (those who make, package and merchandise our items) all have made the difference."

□ THE VISUAL EFFECT of a moving typewriter put reading action into this mailing from Woman's News Service, syndicated news bureau at 229 W. 43rd St., New York 36, N. Y. The 8½" x 11", three-step fold piece showed testimonial letters the news service received. As



each face of the mailer was exposed, an illustrated typewriter carriage visually moved from right to left . . . creating the effect of the paper rising out of the machine. WNS reports they had excellent response from newspapers who received this mailing (designed by Ken Saco Associates, New York).

□ ADVERTISING LETTER SERVICE, 2930 Jefferson East, Detroit 7, Mich., recently celebrated their 35th Anniversary . . . with a wonderful personal letter of "thanks" from president Robert A. Vander Pyl. "I don't know if it's a lack of courtesy or the increased pace of modern living," said Bob, "but some people actually seem embarrassed when they say 'thanks' . . . We never take a customer for granted. We appreciate the fact that he is responsible for keeping us in business. That's why we never tire of saying 'Thanks, Mr. Jones.'" The letter's only mention of ALS's anniversary was a simple PS, explaining the reason for the special thank you letter: "We're very grateful to have passed this milestone." A modest (and marvelous) way to celebrate a business anniversary.

□ TYPE TALKS, the always-interesting publication of the Advertising Typographers Assn. of America, blossomed out with a new look in its 100th issue (May-June). While TT has always been one of the most brilliantly designed typography journals in the field, new type faces and layout make it even better. Incidentally, this 100th issue contained an interesting 60-year history of advertising typography by Earnest Elmo Calkins, grand old man of the advertising and production world. Mr. Calkins says "There is no doubt but that direct ad-

NEED
ENVELOPES ?

PHONE

HECO

Capitol 7-2400

"Little Sir Heco"

...always at your service!

HECO

HECO ENVELOPE CO. 4500 CORTLAND ST. CHICAGO 39



IT'S BEST TO LEAVE SOME JOBS TO SPECIALISTS!

We are LIST SPECIALISTS in . . .

AUTOMOTIVE, GARDEN, REDUCING and HEALTH LISTS!

We know how and why these lists pay out. We know what these buyers like and dislike . . . their buying habits . . . what makes them pick up a pen and order by mail. Your product or service may also be of interest to these proven mail order buyers. They offer you a tremendous sales and profit potential. A number of these lists are new—being offered for the very first time. You can't afford to overlook these lucrative growing markets. Get in touch with us now . . . call, write or wire today! There's still time to get in on Fall mailing profits. Get our expert list recommendations geared to your individual needs. No obligation of course.

P.S.

We specialize in same day service too!



381 FOURTH AVENUE • NEW YORK 16, N. Y.

MEMBER:

National Council of Mailing List Brokers

ORegon 9-7160

JACK OLDSTEIN, President

vertising has made a steady advance in its make-up, typography, art and ideas . . . Today more designers are at work on such material for more advertisers, competing with each other." If you want to read the full story, write to secretary Walter A. Dew, 461 8th Ave., New York 22, N. Y., and see if he has any extra copies of this top-notch 100th issue.



□ **DIRECT ADVERTISING ASSOCIATES**, creative direct mail firm at 21 E. 40th St., New York, has been acquired by Dickie-Raymond, Inc. of Boston and New York. Theodore N. Trett, president of DAA, has joined Dickie-Raymond's New York staff at 225 Park Ave. In his new role at D-R, Ted will be account executive on the American Telephone & Telegraph and Stenorette Div. of Dejour-Amsco Corp. accounts.



□ **"MODERN TOOLS FOR PROMOTION"** are described in a new booklet explaining the services of Bruce Richards Corp., 250 4th Ave., New York 3, N. Y. Designed by Dave Block, it tells a comprehensive and dramatic story of how BR handles a wide range of services . . . from direct mail to dealer loading programs. Creative use of five different colors, 16 fan-index pages, an attention-getting cover showing New York at night, and an excellent offset job throughout, make this an excellent example of BR's creative and production knowhow. Write to them at the above address and ask for a copy.



□ **PEOPLE-TO-PEOPLE JUNKET**: Meeting their opposite numbers in five European countries last month, 74 members of the Advertising Club of Washington and their wives took a 17-day business-vacation tour throughout Rome, Paris and other foreign cities. Cooperating with the People-to-People program, the ad club members talked with many European businessmen, exchanged advertising literature and information, trade magazine subscriptions, etc. Chairman of the trip committee was Isaac Diamond, advertising director of Raleigh Haberdasher. Among direct mailers making the tour were Frank J. Katen, direct mail manager of The Hecht Co.; and Ferd Nauheim, direct mail consultant of Kalb, Voorhis & Co.

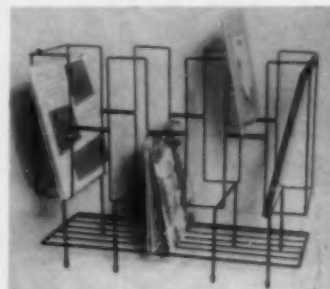


□ **THE BUSINESS RECESSION** has caused countless "soft peddlers" to switch back to "hard sell". If you're among those changing horses these days, you can find some timely tips in a free folder created by Friedan Advertising, Inc., 607 5th Ave., New York 17, N. Y.

Titled *15 Hard Sell Techniques To Capture Today's Tough Markets*. Friedan's folder details case histories of successful hard sell projects. It stresses the importance of integrating advertising, publicity and sales promotion "back-to-back" for a hard selling wallop. Write Carl Friedan at the above address and ask him for a copy.



□ **BOOMING HI-FI POPULARITY** has prompted Jack Leslie of Leslie Creations, Lafayette Hill, Pa. to make his famous record racks available to other mail order houses. The LC "Show Off"



and "Browser" racks have long been among mail order's hottest selling items. Any mail order house can now include them in their catalogs . . . either by quantity stocking (at additional discount) or on a drop-ship basis. Jack says he'll Airmail photos and suggested copy to mail order houses interested in selling to the booming hi-fi, stereo disc market.



□ **LIFTING THE WEIGHT BARRIER** on third class mail from 8 ounces to anything under 16 ounces will help a lot of mail order gift sellers. By careful packaging of smaller items . . . they can avoid parcel post zone charges, and can mail to any place in the country for 3¢ on first 2 ounces and 1½¢ for each additional ounce . . . just so parcel weighs a fraction less than one pound. Be sure you understand all the details. Catalog distributors will also profit by the new schedule.



□ **CONSOLIDATED LITHO CORP.** has jumped into the paper phonograph record market. The litho giant has already manufactured many full-color record cards for European advertisers, and will now concentrate on selling the format to American firms in quantities from 10,000 to several millions. Printed record promotion programs are now being developed in the company's creative department for production at their Carle Place, L. I. plant.



DOES YOUR SALES PROMOTION STILL RELY ON THE CARPENTER INSTEAD OF THE ARCHITECT?

With seven to twelve percent of the average ad budget assigned to sales promotion, today's advertiser can no longer afford makeshift carpentry.

Instead of putting his sales promotion into inexperienced hands (usually a free lance hired by the printer) he must now entrust his sales promotion to professionals who know how to integrate its thousand-and-one complexities into the overall marketing plan.

Assign sales promotion to his advertising agency?

Ordinarily, the agency concentrates its top talent on space and time programs. Sales promotion, if it is handled at all, is often assigned to copy cubs and bull-pen artists. What the advertiser usually gets is a neatly folded reprint of a space ad reprint stamped "Important News" and mailed to the dealer's and wholesaler's wastebasket. Carpentry!

What the advertiser wants and needs is a dramatic, exciting translation of his advertising into the only language dealers and distributors understand. That language is the eloquent promise of extra sales...the profit-building architecture of sound merchandising.

Think of how you, the experienced advertiser, react when you see a truly outstanding sales promotion piece. You pay it the compliment of showing it to your own people and saying, "This is the kind of sales-producer we should be sending out!"

The next time you come across one of these sales promotion gems you can bet your ad budget it was architected, not carpentered. And, chances are, architected by such skilled sales promotion planners as The Shaller-Rubin Company.

Sales promotion at The Shaller-Rubin Company begins with a *blueprint* instead of a *hammer*. This blueprint approach has resulted in the creation of outstanding campaigns for clients we serve.

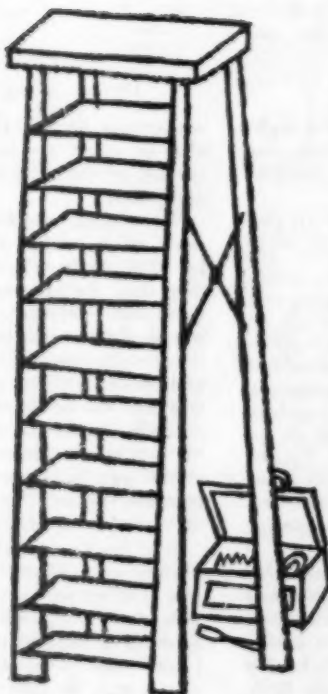


ILLUSTRATION BY LIONEL KALISH



THE SHALLER-RUBIN CO., INC.

SALES PROMOTION DIVISION

312 FIFTH AVENUE • NEW YORK 1, NEW YORK OXford 5-4680

SERVING: CANNON MILLS • CARSTAIRS DISTILLERS CO. • CHARLES BRUNING CO., INC. • CIBA PHARMACEUTICAL PRODUCTS INC. • EAGLE PENCIL CO. • G. W. CARRICK CO. • GEIGY PHARMACEUTICALS • GREGG PUBLISHING CO. • REED & CARRICK • SCHERING CORPORATION



MAILING BY EAR

Charles J. Blabolil

Supervisor

Direct Mail Section, Market Development Division

American Steel & Wire Division

United States Steel Corporation, Cleveland, Ohio

Reporter's Note: This is an important story. For you. For us. For you . . . it's a report which indicates enormous advantages of having electronic data processing included in a company's sales and marketing program. And we mean enormous . . . in terms of ability to select customer/prospect names by specific interest . . . with resulting savings in product literature inventory, postage and mailing through elimination of wasted shots . . . in terms of edp's ability to produce statistical reports of customer and market activity never before feasible . . . in terms of having this information on operational, immediate basis, rather than not-so-helpful historical statistics . . . in terms of being able to keep in adequate, close contact with total markets. These are some of the many things you'll find in this detailed description of American Steel & Wire's new system. Charles (Chuck) Blabolil, who now supervises AS&W Division's Direct Mail section, (Rockefeller Building, Cleveland 13, Ohio) began in line sales of electrical products at AS&W four years ago. Chuck's statement, "We just tell the machines what we want done and they do it," is a big order. But as you'll see in his report, the system is big . . . and important. It should be studied carefully . . . for clues on how tab card systems can be put to work to accomplish many things in your own marketing program.

"MY BROTHER TALKS TO HORSES," was the title of a motion picture released a few years ago. Though sounding a bit ridiculous, it was nevertheless a good production.

In a similar vein, if anyone should inquire at the General Offices of American Steel & Wire Division of United States Steel Corporation, "How do you get out your direct mail," the reply would unquestionably be, "We just tell the machines what to do and they do it."

That also may sound a bit ridiculous, but rest assured it is also a worthwhile production.

Slightly more than a year ago the Direct Mail Section of the Market Development Department of AS&W began to survey their needs for marketing through direct mail media. The system in effect was generally too complicated and too slow to fill the necessary requirements. After months of study it was found that the system most likely to fill the need

was of the electronic type, using high-speed equipment in the actual mechanical mailing of AS&W material to the trade.

The following story is a word picture of the finished system, its whys and wherefores.

Operation Squeeze

Our first problem came as a result of the enormous volume of products manufactured by AS&W, numbering upwards of 80,000 different items. In addition, the very wide scope of markets which are covered by the Division added to the task. This posed the question of how to reach efficiently specific markets concerning specific products.

Many addressing operations today are limited in the number of tabbings possible. It is apparent how short such tabbing falls in the case of our Company's mail operation. To further add to the complication of the situation, we found that it would be ad-

vantageous to the Company to be able to select specific markets and specific products by other individual groupings.

We wanted to select them by the sales office which was responsible for that territory and even further than that, the salesman who handled that actual territory. For mailing purposes it was also necessary to have these names available by state, city and county. Still another requirement was that we be able to select names according to the organizational status of the persons involved. These included purchasing, production, maintenance, engineering and design, and an executive level.

And finally, probably the most important requirement of the program was that we be able to identify this account as being either a customer or prospect of AS&W, and if neither of these, whether he was a specifying agent who actually never did any purchasing.

Markets are individuals, they must be reached through direct mail communications as well as by personal contact of the selling personnel. Looking over their new system for customer contact through this media are, left to right, Mr. H. M. Francis, Vice President-Sales, Mr. E. A. Murray, Assistant Vice President-Sales, Mr. C. J. Blabolil, Supervisor Direct Mail Section, Market Development and Mr. W. H. Cordes, Manager, Staff and Trade Relations.



Lumping all of these demands together, we found that potentially the only system which could give us the flexibility and efficiency required was one employing the key punched card. From the actual line sales standpoint, the main concern was the amount of paper work necessary to supply us with all the required information pertinent to producing a good mailing.

Just how do you get all of this information on one piece of paper that can be easily maintained by a salesman in the field, and yet contain all of the data which are required to provide accurate service?

With a briefcase filled with all of

these problems, representatives of AS&W sat down in brain-storming sessions and attempted to come up with a proposal that would fill all of the needs as we have listed them so far. That was little more than one year ago.

Dictator Exiled

When these changes were being considered, it was felt that the mailing system in effect at that time was actually *determining* the type of mailing which AS&W could make. A prime consideration in setting up the new program was that a system would be designed which would take care of the needs, the personal and individual needs, required by our Commercial Department, and which would not, in any way, again *dictate* to us the type of mailings we would have to produce.

How

The 80,000 different items which are produced by AS&W, and mentioned previously, are broken down into 7 major categories. These include: Construction Material Products, Electrical Wire and Cable

Products, Manufacturers Products, Merchant Products, Wire Rope Products, Stainless Steel Products and Pig Iron. Each of these 7 major categories, of necessity, demand their own custom-made mailing programs.

Obviously, the 80,000 different products could not be listed on a given form. As a result, within the 7 major categories listed above, the major product items for each of the divisions have been generalized and selected, (approximately 15 for each of the classifications). In this way we wound up with about 100 product categories in which our customers have an expressed interest.

In addition, the *industry classifications* which we use number approximately 100. This, basically, is a cross section of potential types of classifications in which AS&W has interest. As you can realize, by crossing 100 products with 100 industries you have a potential of approximately 10,000 different mailing lists.

The reason for this extremely diversified and very elastic and flexible operation is to enable us to cover almost any type of request which is received. These 10,000 categories, of course, can be increased by requesting additional specific information for any given mailing. These include sales office, salesman, state, city or county, customer, prospect or other,

AMERICAN STEEL & WIRE
DIRECT MAIL SECTION—MAILING LIST CONTROL

FOR HEADQUARTERS USE										SALES OFFICE										SALESMAN'S											
SALES OFFICE		SERIAL NUMBER		MAJ. BUS. CLASS		FIRST LINE												COUNTY													
						SECOND LINE												NEW ADD		CHARGE											
SALESMAN'S NO.		STATE, COUNTY, CITY				THIRD LINE														DE- LETE											
						FOURTH LINE																									
CUST. FROM OTHER		HUBB		FURN. LINC.		ENG. & DESIGN		PROD.		MAINT.		CUSTOMER		1		OTHER		2		MANAGEMENT		32		EXECUTIVE		34		PRODUCTION		36	
																				PURCHASING		33		ENG. & DESIGN		35		MAINTENANCE		37	

CLASSIFICATION OF BUSINESS

MANUFACTURERS		MFGS. (CONT'D)		CONTRACTORS		PETROLEUM INDUSTRY		DISTRIBUTORS	
60. BUILDING	61. ELECTRICAL	62. ROADS	63. AIRCRAFT	64. ELECTRICAL	65. DRILLING	66. REFINING	67. WIRE ROPE	68. ELECTRICAL	
69. AUTOMOTIVE & AUTO PARTS	70. AIRCRAFT	71. FURTHER CONVERTERS	72. CHAINS	73. PAVING	74. BRIDGE	75. CHEM. PROD.	76. WIRE ROPE-GAS	77. WIRE ROPE-INDUSTRIAL	
78. TRUCKS & TRAILERS	79. SHIPBUILDING	80. FASTENERS (STEEL)	81. FASTENERS (WIRE)	82. GUARD RAIL, ERECTOR	83. DRILLING (OIL, SALT & NAT. GAS)	Mining		84. WIRE ROPE-MARINE	
85. PULP AND PAPER	86. WIRE ROPE-GAS & LOCOMOTIVES	87. STRAPPING	88. TEXTILE & YARN SPINNING	Architects		89. OIL	90. MINE	91. MERCHANT JUNKER	
92. ELEVATOR	93. CONCRETE PIPE	94. PLASTER	95. PLASTER	Railroad		96. RAILROAD	97. RURAL ELECT. ADM.	98. LINE LUMBER	
99. PIPE (CAST IRON, STEEL, S.W. IRON)	100. BEARING AND FURNITURE	101. JEWELRY	102. COIN	Utilities		103. WAREHOUSE	104. FOUNDRIES	105. CO-OP AND AFFILIATE	
106. APPLIANCES	107. UTENSILS	108. MECHANICAL SPINDERS	109. WIRE	110. MUNICIPAL	111. COUNTY	112. DISTRICT	113. STATE	114. FEDERAL	
115. WIRE FARM (SOLAR, STRAIGHT, ETC.)	116. ORNAMENT AND ACCESSORIES	117. HEAVY EQUIPMENT	118. OFFICE EQUIPMENT	Government		119. AIRPORT	120. TOWNSHIP & TOWNSHIP AUTHORITY	121. AIRPORT	
122. LIGHT EQUIPMENT	123. BUILDING HARDWARE	124. WELDING ROD PROCESSORS	125. GENERAL INDUSTRIAL	126. ELECTRICAL	127. CONSTRUCTION	128. CONDUITING	129. BRIDGE	130. AIRPORT	
131. BUILDING HARDWARE	132. WELDING ROD PROCESSORS	133. GENERAL INDUSTRIAL	134. BUILDING HARDWARE	135. ELECTRICAL	136. CONSTRUCTION	137. CONDUITING	138. BRIDGE	139. AIRPORT	
140. BUILDING HARDWARE	141. WELDING ROD PROCESSORS	142. GENERAL INDUSTRIAL	143. BUILDING HARDWARE	144. ELECTRICAL	145. CONSTRUCTION	146. CONDUITING	147. BRIDGE	148. AIRPORT	
149. BUILDING HARDWARE	150. WELDING ROD PROCESSORS	151. GENERAL INDUSTRIAL	152. BUILDING HARDWARE	153. ELECTRICAL	154. CONSTRUCTION	155. CONDUITING	156. BRIDGE	157. AIRPORT	
158. BUILDING HARDWARE	159. WELDING ROD PROCESSORS	160. GENERAL INDUSTRIAL	161. BUILDING HARDWARE	162. ELECTRICAL	163. CONSTRUCTION	164. CONDUITING	165. BRIDGE	166. AIRPORT	
167. BUILDING HARDWARE	168. WELDING ROD PROCESSORS	169. GENERAL INDUSTRIAL	170. BUILDING HARDWARE	171. ELECTRICAL	172. CONSTRUCTION	173. CONDUITING	174. BRIDGE	175. AIRPORT	
176. BUILDING HARDWARE	177. WELDING ROD PROCESSORS	178. GENERAL INDUSTRIAL	179. BUILDING HARDWARE	180. ELECTRICAL	181. CONSTRUCTION	182. CONDUITING	183. BRIDGE	184. AIRPORT	
185. BUILDING HARDWARE	186. WELDING ROD PROCESSORS	187. GENERAL INDUSTRIAL	188. BUILDING HARDWARE	189. ELECTRICAL	190. CONSTRUCTION	191. CONDUITING	192. BRIDGE	193. AIRPORT	
194. BUILDING HARDWARE	195. WELDING ROD PROCESSORS	196. GENERAL INDUSTRIAL	197. BUILDING HARDWARE	198. ELECTRICAL	199. CONSTRUCTION	200. CONDUITING	201. BRIDGE	202. AIRPORT	
203. BUILDING HARDWARE	204. WELDING ROD PROCESSORS	205. GENERAL INDUSTRIAL	206. BUILDING HARDWARE	207. ELECTRICAL	208. CONSTRUCTION	209. CONDUITING	210. BRIDGE	211. AIRPORT	
212. BUILDING HARDWARE	213. WELDING ROD PROCESSORS	214. GENERAL INDUSTRIAL	215. BUILDING HARDWARE	216. ELECTRICAL	217. CONSTRUCTION	218. CONDUITING	219. BRIDGE	220. AIRPORT	
221. BUILDING HARDWARE	222. WELDING ROD PROCESSORS	223. GENERAL INDUSTRIAL	224. BUILDING HARDWARE	225. ELECTRICAL	226. CONSTRUCTION	227. CONDUITING	228. BRIDGE	229. AIRPORT	
230. BUILDING HARDWARE	231. WELDING ROD PROCESSORS	232. GENERAL INDUSTRIAL	233. BUILDING HARDWARE	234. ELECTRICAL	235. CONSTRUCTION	236. CONDUITING	237. BRIDGE	238. AIRPORT	
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257. BUILDING HARDWARE	258. WELDING ROD PROCESSORS	259. GENERAL INDUSTRIAL	260. BUILDING HARDWARE	261. ELECTRICAL	262. CONSTRUCTION	263. CONDUITING	264. BRIDGE	265. AIRPORT	
266. BUILDING HARDWARE	267. WELDING ROD PROCESSORS	268. GENERAL INDUSTRIAL	269. BUILDING HARDWARE	270. ELECTRICAL	271. CONSTRUCTION	272. CONDUITING	273. BRIDGE	274. AIRPORT	
275. BUILDING HARDWARE	276. WELDING ROD PROCESSORS	277. GENERAL INDUSTRIAL	278. BUILDING HARDWARE	279. ELECTRICAL	280. CONSTRUCTION	281. CONDUITING	282. BRIDGE	283. AIRPORT	
284. BUILDING HARDWARE	285. WELDING ROD PROCESSORS	286. GENERAL INDUSTRIAL	287. BUILDING HARDWARE	288. ELECTRICAL	289. CONSTRUCTION	290. CONDUITING	291. BRIDGE	292. AIRPORT	
293. BUILDING HARDWARE	294. WELDING ROD PROCESSORS	295. GENERAL INDUSTRIAL	296. BUILDING HARDWARE	297. ELECTRICAL	298. CONSTRUCTION	299. CONDUITING	300. BRIDGE	301. AIRPORT	
302. BUILDING HARDWARE	303. WELDING ROD PROCESSORS	304. GENERAL INDUSTRIAL	305. BUILDING HARDWARE	306. ELECTRICAL	307. CONSTRUCTION	308. CONDUITING	309. BRIDGE	310. AIRPORT	
311. BUILDING HARDWARE	312. WELDING ROD PROCESSORS	313. GENERAL INDUSTRIAL	314. BUILDING HARDWARE	315. ELECTRICAL	316. CONSTRUCTION	317. CONDUITING	318. BRIDGE	319. AIRPORT	
320. BUILDING HARDWARE	321. WELDING ROD PROCESSORS	322. GENERAL INDUSTRIAL	323. BUILDING HARDWARE	324. ELECTRICAL	325. CONSTRUCTION	326. CONDUITING	327. BRIDGE	328. AIRPORT	
329. BUILDING HARDWARE	330. WELDING ROD PROCESSORS	331. GENERAL INDUSTRIAL	332. BUILDING HARDWARE	333. ELECTRICAL	334.				

PRODUCT INTEREST

1. CONSTRUCTION MATERIALS			3. ELECTRICAL			5. MANUFACTURED PRODUCTS		
PRICE SHEET	FROM LIST		PRICE SHEET	FROM LIST		PRICE SHEET	FROM LIST	
<input type="checkbox"/>	01. FABRIC PRICE SECTION A		<input type="checkbox"/>	01. AMERSTRONG		<input type="checkbox"/>	01. HOT ROLLED ROSS	
<input type="checkbox"/>	02. FABRIC PRICE SECTION B		<input type="checkbox"/>	02. AMERGLAD & HSG. LEAD CURED COMB		<input type="checkbox"/>	02. COLD FINISHED BARS CARBON	
<input type="checkbox"/>	03. FABRIC PRICE SECTION C		<input type="checkbox"/>	03. AMERCORD & HSG. CV CORDS		<input type="checkbox"/>	03. COLD FINISHED BARS ALLOY	
<input type="checkbox"/>	04. FABRIC PRICE SECTION D		<input type="checkbox"/>	04. AMERGLATH TYPE 80		<input type="checkbox"/>	04. COLD ROLLED STRIP CARBON	
<input type="checkbox"/>	05. FABRIC PRICE SECTION E		<input type="checkbox"/>	05. AMERTEL, AMERSTRAND, ACPM		<input type="checkbox"/>	05. COLD ROLLED STRIP ALLOY	
<input type="checkbox"/>	06. FABRIC PRICE SECTION F		<input type="checkbox"/>	06. AMATURES BONDING WIRE		<input type="checkbox"/>	06. FLAT WIRE CARBON	
<input type="checkbox"/>	07. GUARD RAIL		<input type="checkbox"/>	07. AMERGLIGHT		<input type="checkbox"/>	07. GASKET WIRE	
<input type="checkbox"/>	08. HOT ROLLED ROSS & BARS		<input type="checkbox"/>	08. BARK AND WEATHERPROOF		<input type="checkbox"/>	08. COLD HEADING WIRE	
<input type="checkbox"/>	09. BRIGHT BASIC WIRE		<input type="checkbox"/>	09. BUILDING WIRE & SERV. ENTS.		<input type="checkbox"/>	09. SPECIAL PURPOSE WIRE	
<input type="checkbox"/>	10. PRESTRESSING MATERIALS		<input type="checkbox"/>	10. ELEVATOR		<input type="checkbox"/>	10. FINE WIRE	
<input type="checkbox"/>	11. ROAD JOINTS		<input type="checkbox"/>	11. MAGNET WIRE		<input type="checkbox"/>	11. MUSIC STEEL SPRING WIRE	
			<input type="checkbox"/>	12. PAPER AND LEAD		<input type="checkbox"/>	12. PREWIRE SPRING WIRE	
			<input type="checkbox"/>	13. SHIPBOARD		<input type="checkbox"/>	13. PREWIRE WELDING WIRE	
			<input type="checkbox"/>	14. THERMOPLASTIC WIRE & CABLE		<input type="checkbox"/>	14. SPRINGS HELICAL	
			<input type="checkbox"/>	15. THERMOPLASTIC & ALUMINUM WIRE		<input type="checkbox"/>	15. SPRINGS PERFECTION DOOR & GATE	
			<input type="checkbox"/>	16. UNARMED CABLES		<input type="checkbox"/>	16. SPRINGS TECH. PRIC. & WIRE FMS	
			<input type="checkbox"/>	17. RAILROADS				
			<input type="checkbox"/>	18. REELS AND SPOOLS				

4. MERCHANTS			3. WIRE ROPE			6. STAINLESS		
PRICE SHEET	FROM LIST		PRICE SHEET	FROM LIST		PRICE SHEET	FROM LIST	
<input type="checkbox"/>	01. BILLS & EXCHGERS		<input type="checkbox"/>	01. GENERAL PURPOSE ROPE		<input type="checkbox"/>	01. COLD HEADING WIRES	
<input type="checkbox"/>	02. BAILING WIRE		<input type="checkbox"/>	02. GIL FIELD ROPE		<input type="checkbox"/>	02. COLD FINISHED BARS	
<input type="checkbox"/>	03. NETTING		<input type="checkbox"/>	03. SLINGS		<input type="checkbox"/>	03. AMERGLAD SPRING WIRE	
<input type="checkbox"/>	04. ROOFING		<input type="checkbox"/>	04. ELEVATOR ROPE		<input type="checkbox"/>	04. COLD ROLLED STRIP	
<input type="checkbox"/>	05. FENCE & BARBED WIRE (AMER. BRAND)		<input type="checkbox"/>	05. AMERSTRAND		<input type="checkbox"/>	05. FLAT WIRE	
<input type="checkbox"/>	06. FENCE & BARBED WIRE (OTHER BRAND)		<input type="checkbox"/>	06. STONE CARBON STRAND		<input type="checkbox"/>	06. SPECIAL PURPOSE (HEADING, WORK, REEL, RAIL, WELDING, ETC.)	
<input type="checkbox"/>	07. POSTS (GREEN)		<input type="checkbox"/>	07. BRACK STRAND				
<input type="checkbox"/>	08. POSTS (WHITE)		<input type="checkbox"/>	08. BUSH SUPPORTS				
<input type="checkbox"/>	09. MERCHANT QUALITY WIRE		<input type="checkbox"/>	09. GROMMETS MATERIALS				
<input type="checkbox"/>	10. WIRE ROPE MERCHANTS		<input type="checkbox"/>	10. THERMOPLASTIC				
<input type="checkbox"/>	11. AMERGLAD MERCHANTS							

7. FID IRON		
PRICE SHEET	FROM LIST	
<input type="checkbox"/>	01. FID IRON	

1. TABULATING

New one-sheet mailing list control form in the AS&W system now replaces many. Pertinent information about the customer appears in the top section. Serial numbers indicating sales office, customer, major business classification, salesmen, state, county, city and type of customer appear in the upper left hand corner. Directly below is a detailed breakdown of business classifications. And the lower section of the form lists products interesting to the recipient.



This illustration shows only a sample of AS&W's wide range of direct mail promotion literature addressed and mailed in the system. The USS Division has 80,000 different product items . . . promoted to 10,000 product-customer groups. Electronic data processing allows AS&W to mail specific pieces to only those prospects who are interested in a specific product.

How Do We Get 5,000 Names Out of 45,000 Potential Addresses?

It is first determined what product is to be promoted, to what industries the promotional material is to be sent, in order of geographical location, and to what level of personnel. We then tell the machines what we have in mind.

First, we tell the machines to give us all the accounts for a given sales territory. The second step is to tell the machines that we are only interested in those accounts in that territory that are interested in this specific product. Further, we tell the machines that from this latter group we want those who are in a specific industry. And finally, from these remaining

names we want those who are in the purchasing field.

This final listing eliminates the "shot gun" approach, and gives a specific "single shot" target to which we can then send a very definite type of literature. In this way we do not find any customers writing back to us and saying, "Gentlemen, we think you have come up with a fine piece of literature, but to us, being in this type of industry, we are not the least bit interested." In other words, we have reduced "throw away" mailings to a minimum.

In order to give our line sales people an even greater incentive to maintain these names efficiently, the reverse side of the copy of the form kept by the salesman has imprinted

space for a record of each call made by him on this particular account. In addition, it enables him to indicate whether or not he left specific advertising literature and any general information which he should have available for any business call.

What Does This System Now Mean to Us?

With this new electronic type mailing system the ever-important chain between AS&W and its customers has been strengthened immeasurably . . . strength due to increased efficiency and capacity. Probably most important is the fact that we are now able to do more customer mailings helping to promote our products for them at times when it is to their best ad-



vantage. In this way we also assure ourselves that, as a result of promotional programs, we are not receiving influxes of orders for material we are not prepared to deliver.

The manpower required to make mailings under the new system was substantially reduced. This reduction was greatest in the line sales department. Under the old system many people were required to maintain the lists. In the new system direct maintenance procedures have been set up with the sales offices and the Market Development Direct Mail Section.

ONE form now fulfills the job.

The "mailing list control" reproduction on page 32, illustrates the simplicity of our procedure.

Pertinent information about the customer appears in the top section of the form.

Serial numbers indicating sales offices, customer, major business classification, salesman, state, county and city, and type of customer appear in the upper left hand corner.

Directly below is shown the detailed breakdown of business classifications, and in the lower section of the form are listed the products interesting to the recipient.

It is easy to see that heretofore complicated segregation has become a very simplified matter.

Probably the most important phase of the new system is that of the increased speed with which maintenance of the lists can be handled. With this additional speed of the new system, we are now able to simplify making changes and thereby eliminate almost completely the returns which we formerly received after a mailing. This naturally reduces our return postage bill.

It appears obvious that our current switch over to electronics in mailing has merely scratched the surface of its potential uses. The punched card with its many combinations of mathe-

matical selections will bear out one of our opening statements that "We just tell the machines what to do and they do it."

Right now American Steel and Wire Division is developing numerous additional applications of the electronic type mailing processes.

First, it offers an excellent inventory control of all required mailing material. Cards adequately punched will reveal "who" has been mailed "how much" of any requested items. This figures subtracted from the original run on each item, will furnish a balance on hand and determine immediate future needs.

Again, in brief, the Market Development Department of our Company receives large numbers of requests for printed information regarding our products. These are from individuals or firms who are not already included in our files. For such parties, a mailing list can be compiled on cards, resulting in a tape of addresses which can be used for an original, plus a follow-up letter, and then the card placed in the name file for future business mailings.

In the effort to promote any particular products, the Division may include a reply card in order to secure accurate customer interest and reactions. We intend to enclose the pre-punched card, which will eventually find its place in our files, asking merely that the customer check off the items in which he has interest. Upon return, additional information can be properly punched and run through the machines.

Also our card file can provide the Company a survey of the percentage of the total consumers in a market which our line sales force is covering. The punched cards for specific products can be designated to the respective purchasers. This, compared with the total market of potential customers, indicates our coverage.

We foresee the ability to handle greater volumes of mail because even our present card has room for additional key punching. This means the number of selections will also be increased.

And finally, our existing operation and equipment easily can be converted to any future system which the Company might desire to use.

So, in conclusion, let's go back to a few opening statements. With some sort of literary license we stated that "We Just Tell The Machines What To Do and They Do It." Granted, the quotation is a little obtuse, par-

ticularly to the layman not familiar with electronic processes.

The point which we actually have tried to get across is that our punched card system enables the machine operators to ask questions by means of setting up control panels.

In other words the panels are set up to produce certain requested information.

Cards bearing that information are then fed to the tape printing machine and the corresponding addresses emerge on the carbon-backed sections of tape. From there, it's just a matter of heat transfer to the envelopes.

In keeping with the many other modern trends of salesmanship, a parallel was drawn in our marketing media offering more selective mailings to more selected consumer marketing areas. Every mailing now, due to selective opportunities of our mailing lists, has its own definite purpose. To properly promote the service the individual demands, special direct mail literature became an added function of the Direct Mail Section. This new material was not designed for a single mailing purpose, but was associated in long-run campaigns—all with a view toward the end result of line sales assistance.

All in all, and with a great deal of satisfaction, we have watched what started out to be an adventure in reorganizing develop into a now proven marketing procedure.

Our system was not patterned after any other. It was formulated to satisfy needs peculiar to our type of business, involving many products and many classifications of consumers. The system's success in American Steel and Wire Division is due to its being designed to meet specific needs and requirements of all our commercial departments. However, with various modifications, there is no reason why it shouldn't be applicable in other fields of business.

So, if our electronic good fortune is any criterion, it should be no surprise to see others "talking to their machines" in the very near future. ●



HOW TO FIND LOST CUSTOMERS

JACK LESLIE of Leslie Creations, Lafayette Hill, Pa., tells us that with higher postage rates it's going to be more important than ever before to hold on to every customer. Many are lost each year because the Post Office doesn't give a decipherable return address on Form 3547, or some such ball-up.

Jack sent us the two form letters shown here . . . designed and written by his wife, Mary.

When Post Office returns a Form 3547 which cannot be deciphered, the returned piece is sent to Postmaster from which return originated. It's stitched to top of Letter "A." When form is folded, the Postmaster's name and address appears through window envelope.

In case this doesn't work, Letter "B" is mailed First Class in a window envelope with return card.

Jack says the system is working out wonderfully and he further says, "We're happy to pass them along for adaptability by the trade for whatever they are worth, with no strings attached." ●



Dear Sir:

We regret to advise that we have been unable to make-out the attached new address which you have supplied in response to our recent request for Form #3547.

Since we have already paid our Postoffice the required postage-due fee for this service, will you kindly print or type this change-of-address in the space provided at the bottom of this form and return this entire sheet to us in the enclosed self-addressed envelope. Thank you.

Sincerely,

Postmaster,
Clearwater,
Florida.

John J. Leslie, Jr.
LESLIE CREATIONS
Lafayette Hill
Penn.

OLD ADDRESS

Name Mr. Henry Hoke
Address 3 Bluff View Drive,
City Clearwater, Zone _____
State Florida.

NEW ADDRESS

Name _____
Address _____
City _____ Zone _____
State _____

LESLIE CREATIONS

LAFAYETTE HILL, PA.

Good Morning!

We've had quite a time trying to catch-up with you; because our last mailing to you, was returned to us marked "UNKNOWN".

Now we know perfectly well that you're not "UNKNOWN", because we're old friends. But we have no way of learning your new address, unless we hear from you!

You see, the Post Office will forward this first class letter to you...but they would not forward our catalog by itself.

So, if you would like to continue receiving our little catalog from time to time, I wish you'd do me a favor..... Jot down your new address on the enclosed postpaid card, and send it along to me as soon as you get the chance... will you?

Thanks!

Jack Leslie

Jack Leslie,
President
LESLIE CREATIONS

JJL/rd

HERE IS MY NEW (Or Correct) NAME AND ADDRESS:

Name _____
Street _____
City _____ Zone _____ State _____

Mr. Henry Hoke,
3 Bluff View Drive,
Clearwater, Florida.

Above is the only address that we have for you, and when we mailed our catalog to you last week, it was returned to us, marked "UNKNOWN."



billions
in sales
begin with
print and paper

When the postman leaves, a purchase starts.

Everyday, catalogs, pamphlets, brochures, folders deliver a veritable shopping center right to American homes.

In a colorful, realistic and lasting way, print and paper offer a world of goods, services and information.

Generating literally billions of dollars in sales is only one of the many ways paper serves.

INTERNATIONAL



PAPER



FOR VERSATILITY AND VALUE...

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Vellum Bristol



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Uniform, blue-white, Springhill Vellum Bristol has strength and snap. It's 100% bleached sulphate, surface-sized and... like all Springhill papers... famous for value. You'll appreciate its consistent high quality and performance.

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your most dependable source of supply...

INTERNATIONAL

FINE PAPER & BLEACHED BOARD DIVISION



PAPER

NEW YORK 17, N.Y.

*THIS INSERT IS PRINTED ON SPRINGHILL VELLUM BRISTOL.
BASIS 22 1/2 X 28 1/2 134M ON A 2-COLOR HARRIS LTL
42" X 66" — 18 UP SHEETWISE — 4M I.P.M.

A. F. A. THINKS BIG AT 54TH ANNUAL CONVENTION IN "BIG D"

ADVERTISING FEDERATION OF AMERICA's 54th annual convention (June 8-11) was a big one. It had to be . . . for it was held in Texas . . . over 750 delegates from the U. S., Canada, Europe and as far away as Tokyo attended the four-day confab in Dallas . . . making it a real "Big D" round-up.

Delegates hardly had their bags unpacked before they were treated to the convention's first *big idea* . . . a tremendous Texas welcome originated by the Dallas Advertising League. The League gave every convention attendee a beautiful hand-tooled Texas leather bag, made by the J. C. Bennett Leather Company of San Angelo. Inside was filled with letters, folders and booklets from 16 Texas companies and organizations . . . all welcoming AFA delegates to the Lone Star State.

Most of the welcoming letters from Texas business firms invited delegates to visit local plants and offices. Quite a few asked AFA attendees to return the letter for a prize drawing. Others offered free samples of Texas products (including free tickets to "Texas Rasslin" matches at the Dallas Sportsatorium).

Whether humorous or serious, all of the letters did a fine job of saying "welcome" to convention delegates. This Dallas Advertising League idea was a fine beginning for a fine convention. The handbag of business, industry and civic hospitality put everybody in the mood for the convention's big theme:

"Look Up . . . Think Up . . . Through Advertising."

Big feature of the opening luncheon was presentation of AFA's "1958 Advertising Woman of The Year" award. It went to Miss Margot Shermon, a vice president of McCann-Erickson, Inc. . . . who won the honor for her contributions to advertising as chairman of the creative division of the world's second largest agency.



COLLINS STREET BAKERY

P.O. BOX 520, Ft. Worth, Texas 76101

Established 1900

H. H. ADAMS, President

J. DAVE WALKER, Vice President

E. F. BUSHONG, Vice President

T. C. CHASE, Manager

Dear Outlander:

Now that you finally got in, there are a few fallacies about this Convention which you'll want cleared up. Otherwise, there might be times when your ignorance will offend somebody. Texans dislike misinformed people.

Here are some common falsehoods that have somehow gotten around. To help you avoid repeating them, we've put down first the lies, then the facts. We know these facts to be 100%, since they were compiled by our own Company Historian, a man of probity and also a very good pecan baller.

1. *Lie:* In Battle of San Jacinto (1836), Santa Anna's 1630 Mexicans were routed by 600 Texans under Gen. Houston. *Fact:* Actually, the Collins Street Bakery, makers of that famous Delmon Fruit Cake, didn't even open until 1900. Our first master baker, August Weidman, was not a Mexican at all. And Santa Houston, though he would have been welcome, never set foot in our place of business, which is in Corsicana, a fair piece from the San Jacinto River.

2. *Lie:* Van Cliburn plays better piano than Harry Truman. *Fact:* The Delmon Fruit Cake is indeed better than any other cake in the world; but, in all honesty, it does make the fingers sticky (that natural moistness of the world's rarest fruits). You shouldn't go directly to the keyboard after eating the Delmon unless you ate it with a fork.

3. *Lie:* Oilmen and bankers are Texas' best fed citizens. *Fact:* In all our history no page reveals an instance of water, molasses or other artificial preservatives used in Delmon Fruit Cakes. Of course we do add a little more honey for such a cake; but to attempt to relate this to specific income groups or eating habits is utterly ridiculous.

4. *Lie:* Dallas women are the world's most beautiful. *Fact:* You can find beautiful women anywhere. What you can't find "anywhere" is the Delmon Fruit Cake. It is sold only by mail, and has been for 50 years.

In other words, welcome to this happy, sun drenched land. Should you get late-ness, irritated, hungry, just mail the enclosed coupon to us right away. See if Texas doesn't taste a lot better than you thought it could!

Sincerely,
COLLINS STREET BAKERY

J. Dave Walker
J. Dave Walker
Vice President, Sales

OUR FRUIT CAKES ARE UNCONDITIONALLY GUARANTEED

This letter is typical of those from many Texas firms . . . included in the Dallas Advertising League's leather pocketbook "welcome." The handmade pocketbook filled with welcome letters was given to each delegate at AFA's Dallas Convention.

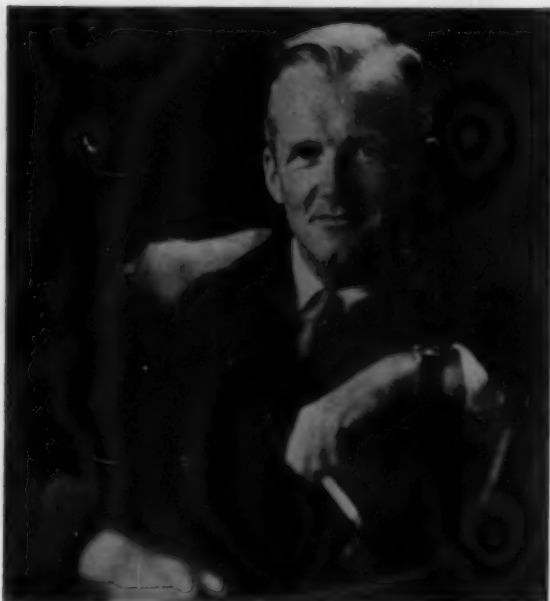
The "Look Up . . . Think Up" program featured a wide range of advertising and business leaders . . . as well as prominent government officials. They spoke on the relationship of government and business; advertising's battlegrounds (the need for truth in advertising, its taxation threats, etc.); education in advertising; industrial merchandising under the marketing concept; the vital role of advertising in selling and many other topics.

In between the top-level sessions there was plenty of Texas hospitality and entertainment . . . including a big-time rodeo.

But what we believe was the really *big* highlight of the convention came during a session on creativity . . . when an unassuming fellow named Whitt Hobbs stepped to the rostrum. Whitt Hobbs is copy chief of the BBDO agency in New York. His subject was *big thinking* in general, advertising copy in particular.

As you'll see on the following pages Whitt Hobbs' speech on creativity was a major contribution to AFA's big-thinking convention in "Big D." As a provocative essay on creativity, it has many big Ds of its own . . . both Dramatic and Dynamic.

"In this great pioneer land of ours, everyone wants to look alike, talk alike, dress alike, think alike, smell alike. We're all blending together . . . moving toward center. We live neat, carefully arranged lives in neat, carefully arranged rows in the suburbs. Our houses are alike and so are our children and our dogs and our dreams. Dreams of conformity. This is all supposed to be Young Modern. And it's supposed to be fun, fun, fun. And I say to hell with it!"



HOW DO WE GET THERE FROM HERE?

by Whitt Hobbs,
Copy Chief
Batton, Barton, Durstine & Osborn
New York

(Delivered at the recent Advertising
Federation of America Convention in
Dallas, Texas)

I WANT TO START SOMETHING. A group. I'm all chewed up inside, and I want company. I'm bothered by a lot of things . . . and I want to get you bothered, too. The English have a group who call themselves The Angry Young Men. They're good at it. Those guys are sore about practically everything. But I figure anything they can do, we can do better.

I have what is probably the most exciting job on earth. I'm a space man. What do I do? Well, when the account men say, "Let's throw it against the wall and see what sticks," . . . what they throw is what I do. This is the only job I've ever had, and it is the only job I ever want. It's hard and it's frustrating and it keeps me awake nights and it won't let me alone. It's a miserable job . . . and I love it.

My boss is a guy named Charlie Brower; and the other day I got particularly hot and bothered, so I went steaming into his office and I said, "Sir . . ." (his name is Charlie, but I call him Sir for short) . . . "Sir . . . there are at least six things about this crazy business we're in that are all wrong and that I want to *do* something about."

And Charlie said, "That's the best news I've heard in a long time. When did we succeed in narrowing it down to six?"

This kind of optimistic attitude is just fine for the presidents of companies. The air way up there is so thin

that you have to watch your blood pressure. But what about down among the one-window boys—how's the outlook? How is the creative man doing . . . in our more-or-less creative business? I say more-or-less because although I think we are more creative than the glue business . . . we are less creative than we could be and should be. What's bothering us creative types? What's making us mad? What would we like to change around

Reporter's Note: This speech delivered by Whitt Hobbs at Advertising Federation of America's 54th Annual Convention in Dallas is an editor's joy . . . for it needs no editing. Here is one of those rare essays which seems to lose none of its original spark in the translation from rostrum to the printed page. The reason is that the manuscript itself is a brilliant piece of creative writing . . . a natural for either oral or graphic presentation. Whitt Hobbs, director of copy at BBDO in New York, is an experienced word master with a verbal talent equally ambidextrous as his manuscript. When this unassuming, quiet-looking copy chief stepped to the rostrum in Dallas, he told the audience he was a "Batton from Manhattan" who frankly made the long trip to Texas with reluctance. When he began his talk, he neither looked nor sounded like the typical worked-up platform spellbinder. But AFA delegates were spellbound . . . and gave Whitt Hobbs a standing ovation when he finished. We think Whitt Hobbs' question "How Do we Get There From Here?," and his creative answer, should make every direct mail creator want to get on his feet . . . to start looking right away for that "one big idea!"

here . . . as if we had anything to say about it?

Something called blandness is what is bothering me, which must indicate that I am out of step with my time and with the world I live in. Today, nobody wants to be noticed; nobody dares to be different. The big cry is, "Don't stick your neck out, buddy boy; if you do, you may not get it back."

In this great pioneer land of ours, everyone wants to look alike. Talk alike. Dress alike. Think alike. Smell alike. We're all blending together . . . moving in toward center. All watching the same TV shows; all eating the same TV dinners. Laughing at the same jokes.

Not so long ago, people lived either in the city or in the country. Now we all live neat, carefully-arranged lives in neat, carefully-arranged rows in the suburbs. Our houses are alike and so are our children and our dogs and our vacations and our dreams. Dreams of conformity. Beer is lighter, and bread is whiter. And everything is paler and softer and safer and surer. And duller. And I hate it. Oh isn't it grand to be bland!

I keep wondering where it'll all end. How close to center can we get? Women are going around wearing pants and washing the car and changing the screens. And men are dressed up in pale pink Bermuda shorts, and they're doing the week-end marketing, and they're changing the babies' diapers. This is all supposed to be Young Modern. And it's supposed to be fun, fun, fun . . . and I say to hell with it.

The French say *Vive la difference*, which roughly translated means boys are boys and girls are girls and let's keep it that way. The French do more than just say it—man, they work at it. They've made the whole thing into what is practically a national occupation. Not us. We've gone in for twin shirts and twin pajamas and twin beds. And at the rate we're going, pretty soon we won't be able to tell who is who and which twin has the Toni.

This bland world of ours is a trap, and the public has fallen into it. It's a trap that advertising helped to create. Now you can be blander than she is. This is the world that advertising's jack built . . . and advertising has fallen into the trap, too. Advertising has gone bland; everybody is moving in toward center. We look alike and we sound alike. We're playing follow the leader, and nobody wants to get out of step.

We're playing Ring-around-a-Rosie . . . and Rosie is singularly unimpressed. In fact, she's bored. She has plenty of money in the bank, and in the cookie jar and under the mattress; but it looks more attractive to her than the things she can buy with it. The things we have to sell. The things that advertising isn't selling. The things that compelling advertising *could* sell.

In the past year, the eager, starry-eyed customer has disappeared. So has the quick, easy sale. If there ever was a time when we must be more—rather than less—creative, this is it. You've got to stick your neck out, buddy boy, and be exciting and bold and distinctive and fresh, so you will stand out in the crowd. So people will know you are there. So you can shake 'em up and make 'em buy!

Yesterday's ideas may have been pretty darn good yesterday; but overnight there has been a change . . . and they aren't anything like good enough today. And a Ho Hum attitude isn't good enough either. It's unhealthy.

Two Advertising Diseases

The whole area of what is healthy and what isn't is one on which I am enormously well qualified to speak. It's my hobby. Some men play golf for relaxation. But I am not one of them. I find it hard on the pocketbook,

and harder on the nerves. My hobby is free and it is fascinating: in my spare time, I am a hypochondriac. I can tell you about aches and pains you never even knew you had.

As a practicing hypochondriac in advertising, I find that there are two diseases in particular from which we are suffering. The first is known as *Echolalia*. Webster defines it as a habit of repeating what is said by other people. I say to you, "Looks like another lovely day." And you say, "Yes, looks like another lovely day."

Echolalia is an extremely unhealthy habit, because it keeps you from saying anything new. You keep going over the same old ground. The other guy talks calories, so you talk calories. The other guy talks horsepower, so you talk horsepower. The other guy adds a new miracle ingredient, so you add one too. What a *copy writer* you turned out to be!

When you suffer from *Echolalia*, you aren't the only one who suffers. He who gets echoed suffers just as much as he who does the echoing. And sales suffer, too, because the public gets confused. And pretty soon the public just plain can't be bothered.

The second disease of which we in advertising have serious symptoms is a pathological condition known only to a few insiders like me as *Witzelsucht*. *Witzelsucht* (which obviously comes from the German *witzel* and *sucht*) is listed in the weightier journals as an excessive amusement at one's own jokes. It is being infatuated with the enormously entertaining sound of one's own voice. It is being cute for the sake of cuteness, coy just to be coy. It is cleverly leading the reader all around Robin Hood's barn—and then leaving him there. When a simple, straight route could have led to a simple, sure sale. *Witzelsucht* is being so darn smart that you outsmart yourself because your sell is so soft it doesn't even ask for the order.

Advertising is a young business that has grown up tremendously fast. The significant thing is how far we've come, not how far we still have to go. How much we've learned. How much closer to our audience we are than we used to be.

Sure, it's a lot easier to knock advertising than to praise it. And it makes a much livelier speech. It's always easier to point the finger than to point the way. Easier to diagnose the growing pains than figure out how to outgrow them.

A Time For Self Appraisal

My wife says to the children, "If you can't say anything nice, don't say anything at all." She tries the same thing on me, too, with about the same amount of success.

I can say something nice without being told to. I can say that I'm proud of our business and proud that I'm part of it. I can pick up any current copy of any magazine and show you some great ads in it. I can tell you that we're doing more good, sound ads—and fewer bad, unsound ones—than we've ever done. And I can prove it.

But honestly, this isn't a very good time for that sort of thing. Advertising is in the spotlight—and on the spot—as it has never been before. This is a time for self-appraisal, not self-praise. We have to be restless and we have to be critical because being good right now isn't good enough; we have to be better.

How do we do it? How do we give the reader more for his time? How do we make advertising dollars work harder, sell harder? *How do we get there from here?*

By changing our attitudes.

Today's advertiser, like today's customer, is hard to

please. Easy, lazy, obvious answers aren't enough for him. He is demanding more from his advertising and more from the people who prepare it. He wants first things first . . . and the number one thing he is looking for is creative. *The big idea* for his product. The fresh, new point-of-view that is going to be his and nobody else's.

Finding The Real Spark

Where is the big idea going to come from? Out of monumental marketing studies and depth research surveys? Partly. Because, obviously, it isn't going to come out of the blue sky, brought by a friendly bird. Research and marketing data are going to point the way, and narrow the aim, and help to sight in on the target.

But that final spark, that extra something that makes a campaign brilliant rather than just another campaign — that exciting twist that makes the difference between extraordinary and ordinary — this isn't going to come from a slide rule or a chart. It isn't going to be created by a committee. It isn't going to happen in a crowded room. It's going to happen in one creative man's crowded mind. And once a day, every day, I say, Dear Lord, today it should happen to me.

Advertising agency brass can do a lot more than they are doing to help this happen. They can bring their creative people in earlier. They can be sure that the creative man has the whole picture, not (quote) "as much as he needs to know" (unquote). Not (quote). "Here's the master plan, now you put in into ads." (unquote).

They can make sure that he has enough room . . . enough freedom . . . enough time . . . to do really creative advertising. That he isn't hampered and hamstrung by rules and regulations and research. That he isn't locked in by management that is running scared and hasn't got the guts to treat an old client the way every client should be treated. And that is . . . like a new client.

Does The Client Like Hamburger?

If an advertising agency is a strong creative agency, it can't consider any business *old* business. When you label an account old business, you're saying to yourselves: "We know these guys so darn well and we've worked with 'em so long, we know the way they think and what they like and what they'll buy." So that's what you give them. What they'll buy, because it's what they've always bought.

So the writer gets a set of don'ts: don't use artwork, because the client likes photographs; and don't write long headlines, because the client likes short headlines. And the writer gets a list of sacred cows: always do this and always do that, because we always have and therefore we always should.

What you're saying to the writer and the art director is: we know for sure that the client likes hamburger. And so does the public. And we have charts and studies and statistics and ratings — past performance — to prove it. So go ahead, serve up something new. Be creative . . . only make sure it's hamburger. Sure, try a square bun instead of a round one . . . let yourself go.

But suppose for one horrible moment that some other agency landed your account. They wouldn't know the don'ts. They'd be looking forward — not back. And they wouldn't come up with hamburger. And the client would eat up the new stuff — and so would the public — because it would turn out that everybody was sick and tired of that same old warmed-over chopped meat. The client had gone along with it because he's a good guy; and

after all, he was an old client. And it's hard for an old client to teach a stubborn old dog new tricks. Often it's easier to go out and get a new dog.

The unhappiest man of all in this unhappy saga is the creative man at the old agency. He sees the new campaign, and he shakes his head sadly and says, "Gee, how many times we wanted to do stuff like this. . . ."

How Do We Do It?

Next time you take a new campaign to a client, take two. The one he's expecting to see . . . and the one the other agency would have done. Of course, it's our job to please the client, to give him what he wants. But that is where our job begins, not ends. It's also our job to give him what we honestly and earnestly believe he should have . . . with sound, substantial reasons why it's better. The client is looking for creative leadership from his agency, not lip service.

So how do we creative types — given every opportunity — do more effective advertising? We do it by raising our aim, and by lowering our voice. By talking to rather than *at*. By advertising in the singular, rather than in the plural. Friendly, person-to-person advertising.

You can't be a pal to the public. You can't get close to a crowd. Our reader doesn't give a hoot about other readers; he wants to read advertising that gets close to *him*. Just him. That understands him. He likes advertising that likes him. And helps him. And entertains him. And informs him. And flatters him.

The quickest, surest way to get there from here is *up*.

What I Want:

I want us to talk up to our reader. Because we admire him and honestly believe he's a guy who should be talked up to. A guy with a sense of humor and a sense of dignity and a sense of taste and a sense of sense. Common sense. It's called common sense because so many people have it in common.

I want us to talk less. And say more. Too often we write long ads because it takes too much trouble and too much time to write short ones.

I want us to simplify. To un-clutter. I want us to clean out the boxes and mortices and arrows and dotted lines. I want us to get rid of the subheads which only repeat the headline . . . and the enormous pictures of the package . . . and the nine different type faces in the same ad and the ninety-nine exclamation points and bullets. What makes an ad great is not only what's put in, but also what's left out.

I want us to stop trying to shoehorn several sales stories into the same ad.

I want us to strain and struggle and sweat and swear to make our campaigns completely *unlike* our competitors' campaigns. The fact that Morton's Salt is doing a good business with "When it rains it pours" is no reason to come up with "When it showers it sprinkles."

I want us to learn to stick to the right idea and run it *for all it's worth*. Too often a campaign runs out of gas before it should because people who are too close to it grow tired of it too soon.

I want us to make the same strides in copy that we have made in layout. In copy, we're still earthbound. And clichébound. Bound by the same old adjectives and reasons why. Lazy words. Words without enough snap. Or crackle, or pop. We don't use lots of the good words we know because they might be over somebody's head. If you're in doubt about a good word, give the reader the benefit of the doubt. He'll like you for it.

I want us to make the same strides in trade and industrial advertising that we have made in the consumer field. Why must we cling to the old-fashioned idea that this is a special, dull, heavy-handed audience that has to be approached in a special, dull, heavy-handed way? Why do we have to brag and shout and patronize—and bore—our trade and industrial readers? People are people, and they don't change from one medium to another.

I want us to borrow, and I want us to steal. From architecture: the clean, fresh, modern look . . . for layouts, the same as for houses. Open and inviting; flooded with sunlight. Lots of room to move around. Huge picture windows. Bold, vivid colors. Everything neat and built in. From magazines: there's so much for us to borrow in verve and style. In impeccable taste. In endless attention to the little extras that are so flattering and that hold the reader on the page.

There's excitement in the titles and the credits at the movies. There are wonderfully off-beat approaches in European posters and TV commercials. Painters and photographers and stage designers and fashion designers are bursting with new ideas of color and composition and design and technique. Why aren't more of us aware of what they're doing? Isn't this the way to keep our advertising vivid and young?

And . . . Who Says?

I want us to break the rules . . . if they're old rules that keep us from doing exciting new ads. When the rule says, "You can't do it that way," I want us to ask, "Why not?"

Who says you have to have a headline? Or a logo? Tell it to Polaroid Land Camera. They get along fine, thank you, with a great big picture and a couple of lines of copy. Who says you can't use humor, if it's fresh and funny and helps you make your point? Tell it to Jello and Burt and Harry Piel and the Chase Manhattan Bank.

Who says you shouldn't be negative, if it has more sting than a positive approach? Tell it to the fire insurance people and the bad breath people and they'll tell you different.

Who says don't play games with your readers? "Does she or doesn't she?" plays games with the reader and plays hob with the competition.

Who says every headline must contain a verb? "The Man in the Hathaway Shirt" doesn't, and it causes plenty of action.

Who says never ask a question in a headline? Why not? It seems to me that "Have you had your soup today?" is about as good a headline as you can write.

Who says photographs always attract more readers than artwork? Tell it to Pepsi-Cola. Or Container Corporation. Or Neiman Marcus.

Who says if you want to attract women, show women—and babies—in your ad? The three ads that attracted the most women in *The Saturday Evening Post* last year were all Armstrong Floor ads. And then came cake ads. And soup ads. No women. No babies.

Who says if you want to attract men, show men. The ads that attract the most men are car ads, more often than not with a woman behind the wheel.

Every advertiser is different. Every product is different. Every problem is different. And every campaign *should* be different. If rules keep you pointed in one direction, if they keep you from wondering about other directions, don't use them. If they keep you from wandering new ways and pondering new words, they're wrong. If rules

make you complacent, throw away the book. Rules are made to follow, and I want us to lead.

No Time For Kid Stuff

I want us to stop being ashamed of advertising and start being proud of it. I want us to stop apologizing for being part of it. I want to dig a large deep hole and throw in once and for all the foolish notion that an advertising man is a gray flannel mouth who talks in absurd clichés, and spends his days in a gold-plated playpen, drinking martinis and playing with his toes and other people's money. It isn't so; it's a myth.

And yet a lot of foolish people in advertising struggle to live up to it and make it so. Just as a lot of newspaper men used to think they had to wear their hats at their typewriters and talk tough and have a half pint on their hip . . . 'cause that's the way it was in the movies. This is kid stuff, and it makes me sore. It makes me sore because it hurts. It hurts our business.

I have a sneaking suspicion that there are some advertising people who secretly enjoy this crazy, mixed-up image of themselves and are secretly reluctant to correct it. It's like the old story of the 92-year-old man who was brought to trial on the charge of rape . . . and he pleaded guilty. He heard all the testimony, and it made him sound like such a wonderful sport that he couldn't bring himself to stand up in front of everybody and say it wasn't true. It would have been such a disappointment to the neighbors. And even more disappointing to the press.

This is no time for kid stuff, and this is no place for it. This is a smart, aggressive, young business . . . full of smart, aggressive, young people (of all ages). People who are talented and honest and enthusiastic. People who believe in what they're doing and are excited about what they're doing—and that's why what they're doing is exciting. This is what we are, and we're doing a lousy job of convincing the world that it's true. So far we haven't even convinced ourselves.

The One Big Idea

We have a client in New York, and I think he's the ideal client. He is the smartest guy I know, and the most stimulating. He writes like a fool. He just sticks the paper in the typewriter and out it pours—suitable for framing. Me, I sweat and strain and noodle and re-noodle. It takes me hours to get it the way I want it. When it comes to writing copy, I work twice as slow as aspirin. This client has a philosophy about business . . . and a philosophy about advertising. It's a philosophy I'd like to leave with you:

Make no small plans. Think no small thoughts. Have no small ideas. Write no small ads.

If the next ad you do, regardless of its size, is the biggest ad you ever did—and the biggest splash you ever made—boy, what an ad that's going to be. It's going to have *the one big idea*. It's going to have the headline that stops 'em cold and the piece of copy that knocks 'em dead. And once you write 'em you won't need to stop at a bar on the way home.

You'll be all full of juice, and you'll be nine feet tall, and you'll hardly be able to wait till you can get back to the office tomorrow to do another one that's even better. And you'll want to stop total strangers on the street and say, "You know something? I've got the most exciting goddam job in the world."

And you know something? You'll be right. Because you will have *made* it the most exciting job in the world. ●



Main Street—the downtown shopping area—has been up against the toughest battle in competitive retail history. Super shopping centers and discount houses mushrooming in suburbia have created a nightmare for the local Main Street merchant. But here's how one small city is fighting back with cooperative action, coordination and creative promotion

HOW 27 LOCAL MERCHANTS MEET THE THREAT OF SUPER SHOPPING CENTERS

by Joseph W. Greenwood, President
Greenwood Advertising, Englewood, N. J.

A MOST COURAGEOUS BATTLE is being waged by one of America's typical Main Street shopping areas. A battle for survival against almost overwhelming odds . . . a battle against the terrific competition exerted by huge regional shopping centers and by discount houses.

Up until the recent post-war period, Mr. & Mrs. Average American did the greater part of their shopping on the Main Street of their community. The pattern was pretty much the same whether it was in a typical small town or in the larger city. Each town or city had its big stores and small stores, its specialty shops and furniture stores, its drug stores and its florists . . . all together they spelled Main Street. They served their communities to the best of their ability and over the years, most of them prospered.

Then came a post-war revolution in the living habits of a great segment of our population. The standard of living increased in proportion to the increase of family income . . . the automobile became a necessity rather than a luxury . . . owning your own home in the suburbs was becoming the rule rather than the exception . . . shorter work weeks were providing all the leisure time necessary to enjoy the increased income, the automobile, the new home.

These moves to the suburbs were

fine for the local Main Street merchant. In fact, he never had it so good.

Then — major metropolitan stores began to open large modern suburban branches. Some as the hub of huge shopping centers comprised of as many as 50 different stores . . . with free parking facilities for as many as 10,000 cars.

Now things began to change for Mr. Main Street store owner. He was faced with competition beyond anything he had ever dreamed. Actually this was not a dream, it was a nightmare.

Action In Englewood

This is exactly the situation which merchants in the City of Englewood, New Jersey, found themselves in when L. Bamberger of the Macy chain built The Garden State Plaza and Sterns of the Allied Department Store Group built The Bergen Mall. Two huge regional shopping areas within less than a mile of each other . . . and both within less than six miles of Englewood. Two huge shopping centers that projected their first year's volume into the hundreds of millions of dollars.

Like most other small cities, Englewood had its Retail Affairs Committee of the Chamber of Commerce. While this was all that was required in years gone by, it was totally ineffective in

trading punches with the nation's foremost retail operations. Finally it was decided by certain stores that their stake in the community was something worth fighting to preserve; and if they were destined to go down, they were going to go down swinging.

All Englewood store owners who felt this way were invited to join a new organization . . . to be known as the "Guild of Englewood Merchants." This was the GEM plan . . . G for Guild, E for Englewood, M for Merchants.

Gem Membership Requirements

Any retail business enjoying a good reputation within the community

Reporter's Note: This case history is a personal account of one community's cooperative action . . . to solve the serious problem of diminishing retail sales in the downtown area because of huge shopping center competition. It is told first hand by the man responsible for creating and carrying out a positive plan of action . . . which has brought local merchants in Englewood, New Jersey out of a downtown sales doldrum. This story first drew national direct mail attention when the Gem plan got caught in the middle of a front-page blast by the weekly newspaper publisher in Englewood (See Jan. Reporter, page 22). Although the plan's campaigns include an abundance of local newspaper space, the publisher objected to GEM's 50,000-piece mailings in the local trading area. But in spite of the behind-the-scenes hassle, GEM direct mail promotion has been successful . . . and is now drawing the attention of merchants in several other communities.

was eligible to become a member of GEM. It was not limited to the leading store in any particular field. Today there are three shoe stores, two furniture stores, three jewelers, five womens shops, two childrens stores, etc. A total of 27 stores in all, plus one associate member . . . the largest bank in town.

Each store that elected to join this new group was required to post a certain amount of money as evidence of good faith; and to sign a contract that called for payment of a set sum each month for a twelve month period. After electing officers and setting themselves up as a non-profit corporation, their first move was to engage an advertising agency with retail experience who could advise them in setting up and creating a program that would help offset this new competition. That's where our agency came into the picture.

Building A "Personality"

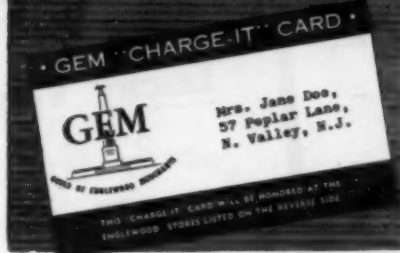
I must go back for a moment to point out that this activity started in October 1956. This made it mandatory that the "kickoff" take place within one month, because there was no better time to sell the buying public on a new idea than during the Christmas season, which was already breathing down our neck.

It is a fact that all retail businesses, large or small, are like people in the respect that each has its own personality and wins its consumer acceptance to whatever degree this personality is reflected in its operation. The personality, or call it policy if you prefer, of a large department store rests in the many services it extends to its customers: charge accounts, liberal adjustments and exchanges, large selections, free delivery, etc. So, it was only logical, that as a group we had to learn to think of ourselves and to promote GEM as a large department store, rather than 27 different enterprises.

Setting Up A Charge System

Step number one was to make each GEM member subscribe to a rigid code of ethical business practices. This included the behavior of store personnel in servicing the customer, a set policy on refunds and exchanges, truth in advertising, etc.

Step number two was to ask all members to submit the names and addresses of all customers who had regular charge accounts in their stores. When these names were all assembled and checked for duplication, we compiled a list of over 5,000 different families who had been



THE "DEPARTMENT STORE" CONCEPT—Key to GEM's overall success is the concept of uniting 27 local stores to promote and operate as a one centralized "department store." The GEM "charge it" card was initially mailed to 51,000 families in the local grading area inviting them to open accounts in any of the 27 member stores. To date the card good in any 27 stores has created no bad accounts . . . and built a sizable customer mailing list for GEM mailings.

IN-STORE PROMOTION—Every member of the Guild of Englewood Merchants displays the GEM emblem in their window and on their counters. Special posters and banners are also created by Greenwood Advertising for campaigns such as GEM's January Clearance Sale.

SEASONAL CATALOG MAILINGS — Special catalogs are created for Spring, Summer, Christmas promotion. Each of the 27 GEM stores share cost of producing a smart-looking, big department store type publication mailed to 50,000 prospects. GEM's 1957 Christmas catalog featured unique Gift Certificates good in all 27 stores. Retail stores endorsed them like checks . . . deposited in their account at the local bank, also an associate GEM member.

charging their purchases in one or more member stores.

We immediately sent our first GEM Charge Card to these 5,000 families. This gave them the privilege of charging all their purchases in all 27 stores by using our single charge card in the same manner as charge-a-plates are used by the large department stores.

The original mailing of our charge card to the consumer was done in a very interesting presentation. The card itself was first addressed by our mailing house and then laminated. This was inserted in the pocket of a folder along with an 8-page booklet describing exactly what GEM was and how it benefited the individual family. In another pocket were a number of tissue-thin slip sheets, each sheet devoted to a thumbnail description of one store, the national brands it handled and any special services it rendered.



This material was inserted into a white formal size envelope, addressed by hand and mailed 1st class with a 3¢ stamp affixed. This initial mailing took place on Dec. 1, 1956.

The results were instantaneous:

- Stores that had never encouraged charge business found themselves serving many customers who had never been in their store before.

- Stores already doing a charge business saw their charge volume grow 200 to 300% during that first December.

Men, magazines and mail is the "promotional mix" of successful pharmaceutical advertising, says this top Canadian expert. And . . .

THERE IS A METHOD IN OUR ADVERTISING MADNESS

by D. B. Mahoney, Advertising Manager
Frank W. Horner, Ltd., Montreal, Canada



Reporter's Note: We've been trying for more than a year to get another article from Doug Mahoney, advertising manager of Frank W. Horner, Ltd., Montreal, and former Canadian vice president of the DMAA. But he's been too busy to take time out for his usually witty observations. Recently he had to write this speech when he was invited to appear before the Ontario Medical Association convention in Toronto. We think the speech was great . . . and believe you'll think so, too. It's the first time, to our knowledge, that advertising—and especially direct mail—has been explained to a group of physicians (who receive so much of it). Doug has fashioned a pattern which could be adopted for explaining direct mail to other business groups. Some advertising managers may find it helpful in explaining their work to their own top management.

BBROADLY SPEAKING, advertising is just one arm of marketing. Its job is to manufacture or secure prospects for the product. Even though one ad is not always expected to produce a sale it is expected to move people one step closer to purchase.

Advertising achieves this by selecting the best *promotional mix* for the job at hand. By promotional mix I mean media selection. Television, radio, newspapers, national, magazines, class or special group magazines, billboards, bus cards, direct mail, point of sale material, etc. All of these will deliver an audience of varying composition at varying prices based on circulation figures or the number of viewers or listeners reached. What blend of these media is used depends on the product nature, the degree of competition, the sales forecast, and the advertiser's wisdom and experience.

If the product has mass appeal, is a soap, motor car, or tobacco—the advertiser must talk to everybody.

His *advertising* must screen prospects from suspects. His T.V. and radio programs must entertain millions of people who never will be prospects for his product to reach those in the audience who will. He must pay magazine and newspaper space rates based on total readers, only a portion of whom are prospects. In effect, the audience is forced to do its own screening.

Now compare this to the producer of a class product. Something that has limited appeal. Say a family swimming pool retailing for \$2,000 installed. It would be sheer folly to talk about this to everyone. Here is an instance where the product pre-selects the audience.

So the advertiser would make up a promotional mix of direct mail, shelter magazines, salesmen, and perhaps suburban newspapers in selected areas. He would buy a mailing list composed of people whose characteristics fitted the profile. He then produces a direct mail campaign calcu-

lated to induce awareness that a superior pool can be bought,—and gradually conviction in the minds of enough prospects that they want the pool more than their money or a trip to Europe. Ads in *House Beautiful* and other shelter magazines integrate with the mail, give the manufacturer stature and acceptance as reliable firm. Salesmen call only on people who respond to the advertising.

The pool manufacturer, because he is talking only to prospects, and not shooting birdshot at the universe, can afford to invest more on each ad. He can use more color and buy better art, employ more effective paper stock. He is talking about something very important to above average people, and no one can sell quality when the vehicle itself is cheap or tawdry.

Pharmaceutical's Promotional Mix

The pharmaceutical industry has three main channels of communication to you: *men, magazines, and mail.*

This is our promotional mix. Other components are convention displays, hospital displays, and sundry goodwill advertising-house identification. We have screened some 16,000 physicians from 16,000,000 people and use these channels to tell them about some 400 new products per year and to remind them that many of the

FIVE EXAMPLES SHOWING THE PERCENTAGE OF DIRECT MAIL IN THE PHARMACEUTICAL PROMOTIONAL MIX

EXAMPLE NO. 1

A survey of 1,000 physicians in the U.S.A. was made by personal interview. This is a valid and projectionable sample:

Question: Do physicians see all samples that reach them by mail?

Answer: 94% claimed to see all samples sent to them. The balance see some of the samples.

Question: Do physicians keep all samples received for a while, or do they throw them away at once?

Answer: About half (52%) keep all samples. None discard all immediately. Those who discard some after a while give the main reason: "Type of drug not used in my practice."

Question: For what reasons do doctors give samples to patients?

Answer: To help out with cost of medication: 86% . . . To see if product works for individual: 68% . . . To see if patient can tolerate medicine: 5% . . . Pre-prescription supply: 25%. And . . . Trial use was mentioned by 82% of physicians.

Question: Doctors receive a great many samples of pharmaceutical products through the mail. Are these useful most of the time; some of the time; or not at all?

Answer: Useful most of the time: 37% . . . Useful some of the time: 49% . . . Generally useless: 14%. And . . . 86% of physicians found samples useful to them "at least some of the time."

Question: Of what use to physicians, if any, are samples of products with which they are already familiar and use in their practices?

Answer: They are of some use: 83% . . . No use: 15% . . . No answer: 2%.

Question: What are the reasons for usefulness?

Answer: To give to poor patients: 36% . . . Trial dosages: 34% . . . Initial dosages: 20% . . . Refresh my memory: 16% . . . For my family's use: 13%.

EXAMPLE NO. 2

A Canadian firm asked 15,000 physicians for advice on a problem related to drugs and the medical profession. The company described the situation in a two-page letter and enclosed a reply card asking physicians to answer the question, sign and return the card:

older ones are still valuable or have new uses. (The dollar volume of prescription drugs in Canada approximates \$70,000,000 at manufacturer's list.)

We do not use T.V., radio or other consumer media, of course. But you will probably be astonished to hear the Russians do. There are no pharmaceutical detailmen in Russia, no direct mail, and only a handful of medical journals. The Russians buy most of the newer European and American drugs in bulk, test them clinically, and choose what they consider the best in each class. Then state-controlled television tells everybody about it at the same time. It describes the symptoms of a condition to the population along with the advantages of this brand new Russian drug and urges the listener to tell his doctor about it if he has such symptoms. In Russia everybody who watches T.V. is an unpaid detailman. And the state takes the profit on every sale. That's one way to avoid direct mail and other pharmaceutical advertising, but I doubt that you would enthuse much about such a trade.

Despite the screening we have done to isolate 16,000 physicians from the mass and theoretically talk to you only of products connected with medi-

cine, *I feel many of your complaints are well-based.* Many members of this industry could do a far better screening job for their men and mail. I see practically all of the advertising you do. It's part of my job to read it.

I fault some companies for sending out too much dull, stodgy, pedestrian mail and others for going overboard the other way. I think some companies are most thoughtless in talking to physicians about products not related to their practices. Of having a detailman extoll the merits of an ear drop to a proctologist. This is inexcusable, constitutes waste, and irritates. It doesn't have to be. Representatives' calls and mail advertising can be and must be made more selective.

Dividing The Promotion Dollar

Generally speaking, the drug industry divides its promotion dollar like this: Between 45 and 55% on detailing; 15 to 20% on direct mail; and 10 to 15% on medical journals. These figures vary with individual companies. Obviously the representative is considered the most effective. Mail next . . . and then journals. (However, some companies rate journals over mail.)

But all of these media are comple-

mentary . . . not competitive. The nub of this question is how best to present a new product, to dislodge someone else's by pointing up advantages of yours through a succession of communications to bring awareness and then physician conviction. A mixture of forces that leaves as little as possible to memory, chance or time.

The real waste or extravagance comes with not investing enough to achieve awareness. There is a critical level here; and if you don't get through to a sufficient number of physicians often enough, your product never gets off the ground . . . your investment is down the drain.

Men alone cannot do the best job, because they can't call often enough to handle the number of products to be promoted. And their message doesn't always register. Without mail and magazines you'd have squadrons of representatives sitting in your offices . . . one man per product. And that would never do. We couldn't afford it. And you wouldn't stand for it.

That's why you also receive the story by mail and magazine. Here are the economics: It costs between \$8 and \$10 to get a detailman into

Response: More than 3,700 physicians took the time and trouble to give the advice requested . . . by answering the question and returning the reply cards. Average cost of the survey per response was 10c . . . including postage both ways. *

EXAMPLE NO. 3

A casual poll was made of two Montreal-based pharmaceutical firms to determine physicians' response to offers for trade-sized packages of certain products . . . which the Montreal firms promoted by mail:

Findings: Company A reported that rarely do less than 20% of physicians request a free supply . . . and requests run as high as 46% with certain products. Company B reported an average return of 15% to 35% on their offers of trade-sized packages. *

EXAMPLE NO. 4

A survey of 500 physicians was made in 1953 by the American Medical Association. The questioning was done by personal interviews ranging from 45 minutes to 1½ hours each. Here are some of the relative findings:

Question: What was the last drug which was new to you which you prescribed for the first time? When the doctor replied, he was then asked: "Where did you happen to get the information about it which led you to prescribe it?"

Answer: Detail men: 44% . . . Direct mail from drug firms: 22% . . . Papers in journals: 17% . . . Advertising in journals: 15% . . . Discussion with other doctors: 11% . . . Staff meetings at hospitals: 5% . . . National medical conventions: 2%. Other medical meetings accounted for the balance; and some physicians gave two sources.

Here is a breakdown of the answers in relation to the physician's age:

Doctors under 40: 48% answered Detail men; 20% Direct mail; 22% Papers in journals; 19% Journal advertising . . . Doctors 40 to 59: 42% Detail men; 19% Direct mail; 17% Papers in journals; 13% Journal advertising . . . Doctors over 60: 41% Detail men; 32% Direct mail; 7% Papers in journals; 12% Journal advertising.

EXAMPLE NO. 5

A large American pharmaceutical house took a three-year old product in a competitive field that was not doing too well. It was, in fact, a bit of a "dog" in trade parlance. They reduced all national advertising on the product; then selected four geographically separated territories for a direct mail experiment. (Three of these had sold less than the national average for the product and one considerably more.) While salesmen on these territories were kept in the dark, the company sent out eight modest mailings for one month. These were followed by one mailing per week for the next three years:

Results: Before the test, average sales per territory on this product were \$690 . . . After three months, sales were \$1,900 per month (179% increase) . . . After six months, sales were \$2,530 per month (265% increase) . . . And at the end of three years, sales were \$5,727 per month (a 725% increase over the \$690 start).

Conclusion: Physicians over 60 depend heavily on direct mail for new product information. (Incidentally, the same question on a general practitioner vs. specialist basis showed 48% of the GPs prescribed their last new product via Detail man; 30% through Direct mail; 14% Papers in journals; 18% Journal advertising. *

your office. It's worth it, of course, but up to a limit. That man can see you perhaps six times per year.

For the cost of one detail call, a company can send you between 40 and 75 mailings or expose you to more than 200 pages of medical journal advertising. It can precede the salesman's call and follow it up for a fraction of the cost of doing it on foot.

Put it another way. Say a firm has 50 representatives who interview 250-300 physicians on one day. Five or six details per man is a very good average, but not all of these will be productive. A company can send a therapeutic sample and description of a product to 10,000 physicians for the same money. If this sample registers on 300 physicians, or only 3%, and induces or aids in starting prescriptions, the mailing matches this total manpower effort. Plus that you have the synergistic effect of the man and the sample and the journal.

Another mighty important reason for mail is speed.

Frequently a company must contact the profession overnight . . . reach every physician in the country about an important new discovery. Or a caution. Or a contra-indication. Representatives would take two

months to cover this job alone and then would not see everyone. Magazines couldn't do as fast because the advertiser must wait for publishing dates.

Mail advertising is the only sensible way to take care of this situation. Clear, concise information . . . out to everyone within a few days.

Editor, Publisher and Advertiser

The title of my talk was assigned . . . and its overtones do refer to advertising-by-mail. Just how expensive is it, how many do read it, why does it take its present range of forms, and why the resentment? Why the expensive looking paper and the multicolours, the die cuts, pop-ups, and visual symbolism? Why not just plain old type on plain old paper to give the facts?

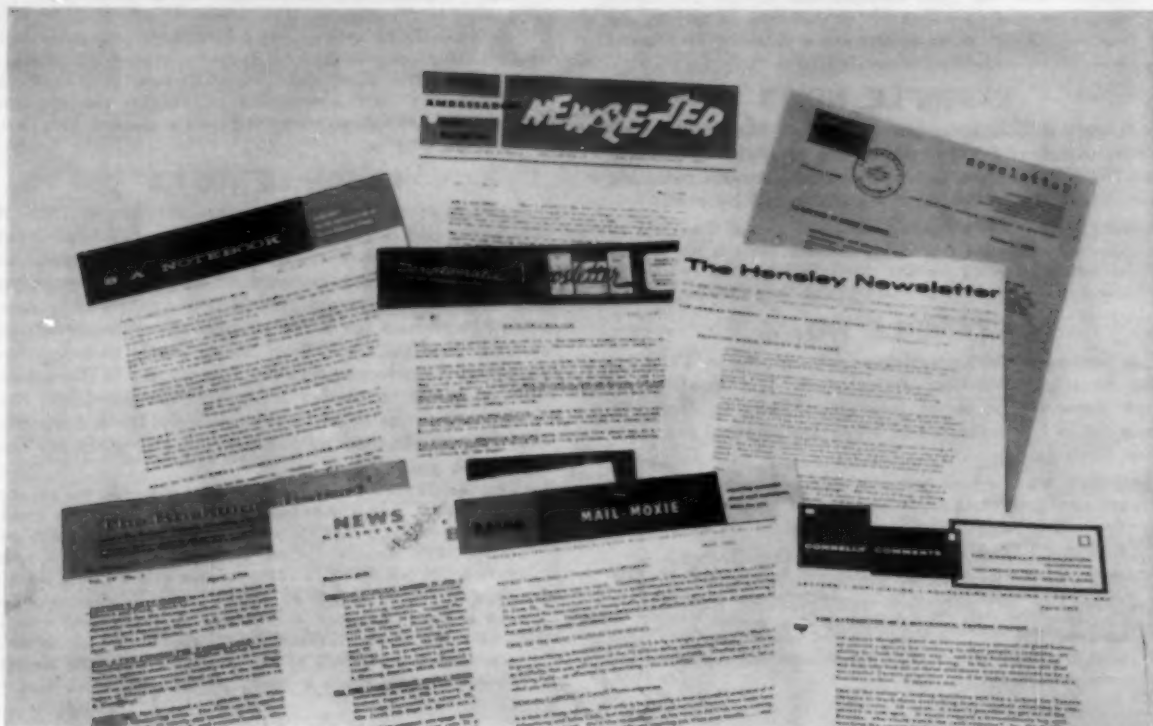
Basically, many forms of advertising constitute intrusion. Television and radio bribe the audience to take in the commercial by entertaining. Create a sense of obligation. And if you don't want to listen to the commercial you can leave the room or shut it off mentally. That's why the volume goes up when the commercial goes on. Advertisers realize people don't always enjoy being advertised to.

Magazines offer stories; newspapers, news; and the advertiser can buy space alongside these attractions. But *the reader doesn't have to read the ad* and won't unless it intrigues him or promises a benefit he'd like to have. But advertising-by-mail, improperly done, is *all* commercial. Frequently it enters an office masquerading as something it is not and begins to shout about benefits.

Such abuses, plus the nature of mail—it is uninvited—make it mandatory for the intelligent user to give something more than a commercial. When he decides to visit himself upon a prospect, he must do more than commercialize. He is at once *editor*, *publisher*, and *advertiser*. So he must make the message palatable. He must have something newsworthy. This alone justifies the message. Or failing that, he should give the reader some visual or verbal reward . . . based upon what he knows about the reader, his status, profession, cultural level, etc. His vehicle must combine the functions of proselytizing and entertaining simultaneously.

That's one reason why most of your pharmaceutical mail is not printed on newspaper stock. Other

(Continued on Page 94)



SO YOU WANT TO START A NEWSLETTER? WELL...

JAMES McADAM
Demmert and Held, Asso.

ME "The newest invention in advertising is the Newsletter. At least everybody seems to think it's new. But it isn't. Why, back in 1704, John Campbell, postmaster of Boston, issued the Boston Newsletter. This was the first regularly published newspaper in the colonies. So there's nothing 'new' about Newsletters.

"And there's nothing magic about the word Newsletter, either. You can't slap that title on any old piece of tripe and expect readers to be entranced automatically."

You: "What gives, Mac? You 'for' or 'against' Newsletters?"

Me: "Look, I write these things everyday in the week. Natcherly I'm 'for' 'em. I can give you oodles of reasons why Newsletters are a darn good advertising medium."

You: "I'm beginning to doubt it. C'mon, entrance me with just one little 'oodle'."

Me: "Shall we continue? Good! Well... when you launch a Newsletter you're in the publishing business. You've got yourself a publication, and..."

You: "Hold it, Mac! I make and sell Capevators, good ones, and I'm happy at it. Don't try to sell me on the publishing business. I'm not interested in trying to crowd McGraw-Hill."

Me: "Don't worry, you won't crowd McGraw-Hill. But whether you want it or not, you've got a publication when you start putting out a Newsletter. And you've got to get that fact well drilled into your cranium if you expect to have a successful Newsletter."

You: "Why?"

Me: "The most important reason why you must consider your Newsletter as a publication is to differentiate it from a pure piece of advertising."

You: "Now, just a darn minute. Are you trying to tell me a Newsletter isn't advertising?"

Me: "No, its an advertising medium all right. But it has to contain something else, and that something else is editorial material. You see... you're trying to get a group of people to read your Newsletter month after month. In effect, you've created your own controlled circulation magazine. You're first job is to create regular readership. Therefore, your Newsletter, just like a magazine, must contain a maximum of editorial material, information and entertainment that is interesting to the reader, and not

just commercial blather. Can you imagine reading a magazine if it contained nothing but ads? And would you renew, if the editors turned out pieces that were nothing but badly disguised advertisements? And would you be entranced if all the 'news' turned out to be news about the advertisers in the magazine? That's why you must understand what a publication is, and make sure your Newsletter has editorial material as well as commercials. Get it?"

You: "O.K.! O.K.! Mac. So now I'm a publisher. Editorials and commercials! Editorials and commercials!"

Me: "Now, about the editorial material. You can give your readers news, information or entertainment. What's your choice?"

You: "I'll give 'em news, hot off the wires."

Me: "Tell me friend, do you know what news is?"

You: "Of course, Mac. It's the up-to-date happenings. You know, the papers, radio, TV, Time, Business Week, etc."

Me: "Yes, I know what it is. And so I ask, do you *really* think your company can report news, even news about Capeviators? Or would it just be news (?) about Capeviators being manufactured in your plant?"

You: "What's wrong with my Capeviators? My plant?"

Me: "Probably nothing. But the fact that you just got a new order isn't fascinating news to anybody but your creditors. That kind of news reported time and again in your Newsletter will make as much noise among your readers as a mouse falling off a thimble onto a Persian rug."

"The news they want must cover

the whole field of Capeviators. The latest developments by *any* Capeviator manufacturer. The newest applications devised by Capeviator users from Maine to California. The whole field must be reported. And it must be reported quickly."

"No, my friend, I don't want to hurt your feelings, but *your* plant, *your* knowledge of Capeviators, the doings in *your* plant only represent a very small segment of what's going on in the field of Capeviators. You can't come up with enough real news fast enough to keep readers interested. Furthermore..."

You: "But Kiplinger puts out a Newsletter that's full of news. And..."

Me: "The Kiplinger Letter illustrates my point. Here is a Newsletter put together by some of the most informed people in the country. Each of those letters is a digest of hundreds of reports, investigations, interviews from all over the country. A mountain of research goes into each issue. A large staff devotes itself to the job exclusively. Everything reported is timely. This is exactly what must be done if you expect to come up with a Newsletter that has news as alive, exciting and informative as your readers can get from many other sources easily and cheaply. This is tough competition to beat. And if you fail, which I assure you you will, your Newsletter will wind up in the round file—unread, unmissed."

You: "Mac, are you trying to infer that most Newsletters *don't* have any news in them?"

Me: "In addition to writing Newsletters, I read hundreds of them. Take my word for it, most attempts at reporting news are downright pitiful."

It may fool you for an issue or two. But after that, you soon arrive at the conclusion that no news from this source would be good news."

You: "Ah, to hell with Newsletters, I'm going to put my advertising dough into..."

Me: "Now, hold on, don't go off the deep end. Your Newsletter doesn't have to contain news. This word 'Newsletter' is a fooler. Frankly, I wish it would disappear. Then everybody could get on with the job of producing an interesting, readable piece and forget about trying to be news-gathering agencies."

You: "But what are you going to put in this 'interesting, readable' piece if it doesn't have any news?"

Me: "Information, for one thing."

You: "Now tell me, professor, what's the difference between news and information?"

Me: "For one thing, information doesn't have to have the hot-off-the-griddle timeliness of news. It doesn't have to be exclusive. As long as it is interesting, useful and *apt* to be new to your readers, it qualifies. In fact, useful, interesting information can actually be old. It becomes useful to the reader because you are recalling it to his attention, or you are presenting it to a reader who has simply not, for any number of reasons, been aware of it before."

"Obviously, if the elements of timeliness and exclusiveness are not a requirement, you, a Capeviator manufacturer, will find yourself better qualified and equipped to come up with a readable piece."

You: "Anything else?"

Me: "Yes. To be really news, an item must be a development reported from

(CONTINUED ON PAGE 74)

Reporter's Note: During the past few years, the editorial style newsletter has become one of direct mail's most popular formats. The popularity obviously has grown from high readership and effectiveness... for those who know how to put a subtle selling message across in newsletter style. While newsletters today are being ground out in prodigious quantities, not all are successful. It takes more than just typing up hard-sell copy in bulletin form to make a real "newsletter" impression. "Newsletter" means "news"... presented in an informative, entertaining, editorial style. Probably no one in direct mail knows this definition better than Jim McAdam, a young man whose talent for typewritten copy technique has made him one of newsletters' best result-getters. Early this year, Jim left his position as advertising manager of Emery Air Freight Corp. (for which he was named "Outstanding Ad Man of the Year" by the Assn. of Advertising Men & Women) to organize Demmert & Held Associates... an agency devoted to both syndicating and tailor-making newsletters for busi-

ness and industry. As a partner in Demmert & Held, Jim's newsletter copy has scored a series of promotion successes in a relatively short time. Although D & H is less than a year old, their clients include almost 30 lettershops who are using a monthly McAdam direct mail newsletter for effective prospect and customer contact. The McAdam touch is also well-known to many others in direct mail... those who responded to his promotion newsletters for the 1956 DMAA Convention in New York; and more recently, 1958 Direct Mail Day in New York. This article is Jim's own explanation of what makes the entertaining, informative, editorial newsletter style tick. As newsletter popularity continues to grow, this article offers plenty of answers to anyone contemplating taking the newsletter plunge. It's also a fine checklist for anyone currently creating a newsletter. Jim's entertaining style with a "Me" and "You" dialogue approach is pretty much what you'd actually hear if you talked with Jim McAdam in person.





While "get rich quick" mail order schemes fail to tell beginners about the many pitfalls, a "keen sense of merchandising" can go a long way toward mail order success

PROFILE OF "A LADY WHO DID IT"

by Henry Hoke, Sr.

THE REPORTER has frequently lambasted the come-on schemes which induce people to get into the "mail order business." No experience necessary. No investment required. Just buy our franchise and catalogs. Mail 'em out and reap in the profits . . . the theme songs read.

Some deluded people have lost their life savings by falling for these rackets. One recent victim confessed to us that he mailed out the "baby gift item" booklet as instructed and didn't get a single order. Wanted to know why. He just couldn't win; he wasn't known; the catalog was shoddy; the items listed were easily available at any local store, etc., etc.

Unusual, Fascinating Copy

While we were worrying about these get-rich-quick schemes . . . happened to run across an unusual mail order catalog. Unusual . . . because it was definitely unconventional. Issued by Empire Import-Export Co., 2514 Genesee St., Utica, N. Y. 6" x

9", 40 pages, self-mailer. Title *Tour of the World*. Offset pages are jammed with typewriter type reproduction and not-too-clear illustrations of novelty gift items from nearly every country in the free world . . . classified by country of manufacture.

After getting over the awkward typography, we were fascinated by the copy in the descriptions. Well written. We liked the introduction inside the cover which read:

"Thank you folks for all your wonderful letters. It's thrilling to get to know so many of you. Sincerely, Ethel P. Young." [Above copy handwritten.]

"To the nicest people in the world, our customers . . . An invitation to please take a quick trip around the world with me to do your shopping. Time was when one had to have unlimited money and time to shop in foreign countries. Today, it is available to those of the most modest means. Are your passports all in order? Buckle your seat belts—we are about to take off in one of the new

Jets. Our first stop from the New York airport at Idlewild will be our good neighbors to the North—Canada."

Ethel Young's picture was printed next to her handwritten introduction. We wrote . . . asking how she was getting along; how she got started; what background she had; what she thought about these get-rich-quick mail order schemes, etc. Her answer was just as delightful as the catalog copy. Glad to tell her story briefly.

The Start of Empire's Empire

Definitely . . . this Ethel Young is opposed to the get-rich-quick mail order schemes. She gets letters from all over . . . asking advice about whether this or that scheme has profit possibilities. She tries to steer away the unwary by telling them mail order takes endless hours of work and money. Plus a lot of other things.

How did Ethel Young get going?

Come next November, the Empire Import-Export Co. will have its third

SPACE INQUIRIES BUILD EMPIRE'S LIST

While Empire Import-Export Company trades all over the world, Ethel Young has yet to trade in a bought or rented list.

Inquiries for Empire's list are developed from small space ads which offer the unusual "Tour of the World" catalog. Best results have come from ads in publications such as *Travel magazine*, *The Workbasket*, *Popular Science*, etc. (The

latter recently pulled an inquiry from an ad which ran in the magazine three years ago.)

About three or four times a year, Ethel Young makes general catalog mailings of about 5,000 to the inquiry-developed prospect list . . . as well as to customers. Both lists are growing . . . producing good sales results for each graphic mail order "Tour of the World."

**SURPRISE
SELLS**
with
ZIP-TAGS...



String-up your sales story for point-by-point *impact delivery*. ZIP-TAGS in ZIP-OPENER ENVELOPES are action advertising... boost returns 20% and more.

Use any size, shape or combination of tags, or a single tag enclosure with letters. Envelope art can tie-in for extra interest. Attached to the pull-string envelope-opener, tags pop out — dangling before your customer's eyes!

SURPRISE . . . ATTENTION . . . ACTION.

Let Connelly put ZIP-TAGS AND ENVELOPES to work for you.

Supply your own tags and envelopes or have Connelly handle the entire production. The exclusive ZIP-OPENER process is available to all advertisers, printers and direct mail specialists. Write for free brochure, samples and price lists.

**THE CONNELLY ORGANIZATION
INCORPORATED**

Mail Advertising Services and Specialties Since 1931

Zip-Openers and Zip-Tags are Connelly exclusives, sold and advertised nationally. Creative service with specialized formats is also a Connelly specialty, including printing, addressing, mailing, copy and art.

PHILADELPHIA—1010 ARCH ST. (7) MAket 7-8133

NEW YORK—475 FIFTH AVE. (17) MU 9-0838

CHICAGO—140 S. DEARBORN ST. (3) FI 6-4644

birthday. Ethel's father was a newspaperman in New York before he died. She was graduated from Genesee State Teacher's College where she specialized in kindergarten and library. Also studied journalism and, when excused from a couple of courses, took work in abnormal psychology. Taught kindergarten until her marriage; and after her son was a few years old, she started a nursery system; taught the class for one term, but had to give it up for housekeeping.

After family chores became less demanding, Ethel Young wanted a new interest. She was artistic . . . dabbled in photography and water color painting. She had always loved the faraway places and the unusual and beautiful things found there. She felt that there were perhaps enough others who had the same likes to

make a profitable business.

Using only her own money, she took a course in exporting and practically haunted the library for literature on subject. She began making contacts in foreign countries. Then, according to her story, she just "jumped in."

Interesting Customers

She made some costly mistakes at first, such as forgetting to include insurance on a 1,000 item shipment which arrived 465 short. But her lawyer husband managed to get her out of that one. Her only previous experience in business was during one semester at school when she worked as a replacement for a sick employee in the school's administrative building.

But even without business experi-

ence, without knowledge of direct mail or mail order, Ethel Young is building a successful business. She handles all photography, writeups, layouts and correspondence. She has developed, with her friendly, honest style, contacts and customers all over the world from as far away as Jordan and South Africa. Among her steady customers are senators, congressmen, doctors, lawyers, teachers, etc.

Some of her customers ask her to find special gifts not listed in the catalog. One such customer, an official of a big company, sends a blank signed check when making such a request . . . asking that amount be filled in later. Another customer, a lady in Oregon, writes long letters reporting on family affairs and winds up each letter, "Do I owe you anything?"

Much of the success of the venture so far has been due to scrupulous honesty. Ethel trusts all her customers, as they trust her. Only once in 2½ years has one failed to send payment.

"The Keen Sense"

We are glad to be able to report this case of a raw beginner making good in mail order without the help of the professionals. But was she actually a beginner?

Some years ago, we wrote a feature (now in booklet form) called "How to Think About Mail Order." Before tackling the subject, we wrote fifty experts asking them to define or describe the one most important requisite for success in mail order. Only one of the experts pinned it down to "a keen sense of merchandising."

Ethel Young had it. She liked people; she liked beautiful things; she learned how to get them, and she told the right people about them in an honest, friendly, convincing way.

She is just a good merchandiser, even though her catalog may look amateurish.

The fellows who claim they can put you in the mail order business without experience or money investment are dead wrong on the face of their claims. It takes long hours, money, ability, and most important of all, a keen sense of merchandising.

Let's hope that Ethel Young's list of customers grows and grows. ●

*Available at \$1.00, The Reporter of Direct Mail, 224 7th Street, Garden City, L.I., New York





Feeling Listless? See Your Onomatologist

Members of the Guild staff who practice the science of analyzing and classifying names have two prescriptions for listlessness.

One brings in the extra income that your list is capable of producing. Our job is to find the people who would like to mail to your customers and prospects and to check with you to make sure the offers they plan to send out will meet with your approval. For the last fifty nine years this service has been developing substantial amounts of extra profits for many prominent companies.

The other prescription is used to treat cases where mailers are suffering from a lack of responsive prospects. Here we carefully analyze market requirements and suggest lists for specific campaigns. Such lists are available from a wide variety of sources and include the names of the active customers of many prominent mail-order companies.

If you want to increase the profits from your mailing list, or if you want to reach larger numbers of responsive prospects, we invite you to contact your Onomatologist.

GUILD OFFICES: 160 Engle St.



ENGLEWOOD, NEW JERSEY

Charter Member National Council of Mailing List Brokers



While well-known liquitile is a big seller in paint departments of leading stores from coast to coast...

**MAIL ORDER
CATALOGS GIVE THIS
POPULAR RETAIL
PRODUCT A 40%
INCREASE IN SALES**

AMONG THE HOTTEST SELLING home improvement items found on retail counters today is Liquitile... a fluid ceramic-like tile, applied with a brush. When it dries, it hardens... creating a solid tile surface that won't crack, fade or burn.

Liquitile has been used by bakeries, dairies, hospitals and industrial plants for 35 years. But only in recent years has it been on the retail market... sold to consumers for bathroom, kitchen and basement decoration. A retail product of The George Gould Company, 625 South Goodman Street, Rochester, New York, Liquitile has until recently been sold entirely by ten manufacturer's representatives calling on big department store buyers.

While The Gould Company's department store sales have been sizeable, so have their sales problems... particularly sales costs and expansion. None of the ten representatives sell Liquitile exclusively. Department store buyers are hard to convince. And while The Gould Company has created hard-selling direct mail sent to buyers to pave the way, some of

the representatives have been reluctant to put their best foot forward in Liquitile's behalf.

A Complete Art & Copy Service

Even so, the product has gained big distribution through stores such as Gimbel's, Bambergers, Goldsmith's, etc. But at least 25% of these stores carrying Liquitile have required The Gould Company to share newspaper advertising costs.

To get maximum benefit from this advertising investment, and to supply stores which do not require co-operative cost-sharing, The Gould Company maintains a complete advertising mat, artwork and copy service for creating Liquitile advertising.

The company also provides stores with attractive rack displays, sales promotion literature... and offers to set up in-store demonstrations.

It was against this selling background that The Gould Company discovered a new sales bonanza... mail order.

When Liquitile department store advertising was appearing in many

metropolitan dailies some time ago, president George Gould received a telegram. It was from a large mail order house, saying they had seen Liquitile's newspaper ads and would like to feature the product in their next catalog. Without expecting too much, Mr. Gould sent them some art and copy along with a "go-ahead."

Soon after the catalog was in the mails, he received another telegram from the mail order house. Results had been tremendous... and the mail order house needed a whopping order filled immediately.

Since then, other mail order houses have written and called, asking to feature Liquitile in their catalogs. Today, Liquitile is featured in a host of big circulation catalogs produced by well-known houses such as Spencer's, Sunset House, Bancroft's, The Band Wagon, etc.

The Incentive For MO Houses

The Gould Company sells Liquitile to these and other mail order houses in case lots at wholesale prices. There are no individual drop-shipment orders.

But the savings on cooperative advertising costs, representatives' commissions and other retail selling costs makes it possible for The Gould Company to give mail order operators a real buy in wholesale lots. And most mail order catalogs feature Liquitile at its standard \$4.95 per-quart retail price.

Another incentive for mail order houses is the availability of all of Liquitile's ad mat artwork and copy service... free of cost. Direct mail folders originally designed for department stores are also provided for envelope inserts, etc.

"Home Penetration" Success

Liquitile's mail order success is somewhat unique in face of the well-known mail order principle of never offering a product that is widely available in retail stores. (More than 65,000 cans sold last year.) But the product itself has many qualities which are natural for mail order. It has both novelty and cost-saving appeal for home do-it-yourselfers. An average room can be "tiled" for under \$5.00. And individual mixing tubes (sold for 49¢) make a wide range of colors available, giving the customer a good selection for any decorating job... from refrigerator to basement sink.

But as a home product, Mr. Gould is convinced Liquitile's real mail order success is due to the catalog's selling penetration... right in the home. It reaches the prospect personally in his own home... makes it easy for him to order right while he's thinking about his home.

And as Liquitile by mail gains more and more sales momentum, president Gould happily reports:

"Our sales volume has increased full 40% through this type of mail order selling. And at the current rate of mail order catalog exposure, we expect to double Liquitile sales."

Originally planned for cooperative department store newspaper advertising, Liquitile's comprehensive ad mat and artwork service is now scoring big sales results in mail order catalogs. All of the selling art and copy material is offered free to mail order houses who buy cases of Liquitile wholesale (no individual drop-shipment orders). Customers such as Spencers, Sunset House, Bancroft, etc. have devoted up to a half-page of their catalogs to Liquitile... and increased the product's sales 40% through mail order selling.

GOLDSMITH BROS.

Mail and Phone Orders Welcomed on Orders of 3.01 or more exclusive of
Write P. O. Box 989, New York 8, N. Y.
Call COrtlandt 7-7900, Ex.

LIQUITILE
PAINT;
TILE FINISH
room for less

Liquitile

LIQUITILE
PAINT;
TILE FINISH
room for less

ABRAHAM & STRAUS
300 N. 10TH ST. NEW YORK

Liquitile
A Fluid Ceramic—Like

Brush or roll it on!

Bancroft's
Liquitile

For Kitchens • Bathrooms • Sinks
Stoves • Cabinets • Floors

THE TILE YOU BRUSH ON!

Now in Decorator Colors • White • Pink • Yellow • Blue • Grey

Imagine!... a tiled bathroom for less than \$5.00!... in a or a gleaming new finish for old appliances... in a choice of colored Liquitile looks, feels, washes like ceramic tile on any surface—metal, wood, cement, plaster, dry wall or concrete—whether bare or coated. Brush or roll it on... it dries overnight. White and color tint tube of your choice. Quarts as you would ordinary paint, and you're ready as your own smooth, ceramic-like finish. Quarts minimum of 100 sq. feet.

8-2341 Quart of Basic WHITE Liquitile... Color Tint Tubes (Must be mixed with above)
Pink, 8-2343 Yellow, 8-2344 Blue, 8-2345 Grey
Each Tint Tube

Safety Window
Closes outside
Keeps white
safe inside! No
black-breaking
sections. Flexible
die adjusts for
hard-to-get-at
windows. Reaches
and moldings.
Adjustable to 4
ways. Sponges at
edge cleans; top
rubber handle
minimum 8-2330

Personalized Hangout...
For Ties and Linen
Your guy's name is
hand-painted on drawer
of this tie rack to dis-
tinguish his personal
accessories. No longer
will ties have to shift
for themselves in a
drawer. Cuff links and
cotton stays have their
own place to gather in
—no picking up for you!
Handy shelf holds
watch and wallet while
he sleeps. Made of fine
grain wood and im-
ported, spins for tie se-
lection. PB 566 \$1.95

Personalized Hangout

Portable Folding
Car and TV Table
New light-weight fold-
ing tray allows you to
eat, work in car with
comfort — no juggling

Portable Folding
Car and TV Table

Tile Any Room
WITH A BRUSH!

• No Tools Needed
• No Messy Cement
LIQUITILE BRUSHES ON LIKE PAINT

LIQUITILE BRUSHES ON LIKE PAINT

Brush or roll it on!

Liquitile

CERAMIC FINISH
TILING TILE
4.95

YES! • APPLIANCES
series, chemical plan-
gives a smooth, ha-
metal, wood, ceme-
or previously coat-
look is unaffected
kitchen cleansers!

Sunset House
GUIDE TO
BETTER LIVING

tile the re-
Liquitile — it
ceramic-like tile
Steam, de-
nothing takes
surface, cement, metal, dry wall or concrete
away its gloss
—whether bare or previously coated. For
bath and kitchen walls, showers, nursery
laundry — anywhere you want a beautiful
bright, tile surface. Quarts cover 100
ft. or more. Guaranteed to do the job
your money back! Order quart of
white plus color tint you want
8-2343-White Liquitile, Qt. 8-2344-White Liquitile, Qt.

Tint Tube
8-2344-Pink
8-2347-Pale
8-2348-Grey
8-2349-Yel
8-2350-Bl.

WASHING DAINTIEST It's in the
more tedious hand washing! No
tension in this Wash-N-Net Ba-
ton 'em in this Wash-N-Net Ba-
ton in your machine washing. Ke-
lets your machine washing. In-
gloves, blouses, baby clothes,
plete safety. A big 40" x 15"
tension as a motor for bluing. Wa-
Open net insures free-
8-2082-Wash-N-Net

*If you (or the GPO) think you have postal problems,
read what goes on behind the high gray walls in a*

PRISON

POST OFFICE

by Robert Dale, Freelance writer
Flint, Michigan

Reporter's Note: This article has little to do with direct mail as we know it... as a commercial selling tool. But it is an interesting account of what mail means to people who can't always have it... people behind the gray walls of prison. While we might take it for granted, personal letter communication—both coming and going—is a major function for most penal institutions. And, it creates a major responsibility for prison authorities, who must always be on the alert for convicts who might use the postage stamp to set up a smuggling operation... or a "spring". Freelance writer Robert Dale went behind the scenes of Michigan State Prison to find out just how a Prison Post Office operated. When we first read his off-beat report, it reminded us of Louis Victor Eytinge. As an inmate of Arizona State Prison in the '20s, Eytinge operated a successful mail order business... even though limited to just two letters a week. (You can read the complete story of this fabulous character who built a nationwide advertising reputation from jail, in *Dogs That Climb Trees* by Henry Hake, available from The Reporter at \$1.00 per copy.



Michigan State Prison superintendent Stowers has a full-time job keeping tabs on the mail which flows through the Prison Post Office. While inmates are encouraged to write letters, their "copy" is carefully screened... as is the mail they receive. Here, Stowers uses a black light to detect letters suspected of containing invisible messages.

THE MAIL OFFICE in a maximum security prison is a combination of the F.B.I., O.S.S., and C.I.A. It has to be and much more besides. If there is an attempt to smuggle contraband inside the walls, it is usually aimed at the mail office. If some convict is planning a break, his attempts at secret communication with outside friends generally center on the mail office. Someone must watch constantly and closely for such attempts.

At the world's largest walled penitentiary, the State Prison of Southern Michigan, Paul G. Stowers, mail superintendent, is the man who watches.

The unusual postal needs of a prison pose some enormous difficulties for the mail office. The volume of incoming material is staggering. In a normal year, more than a million letters, books, newspapers, and periodicals, plus tons of parcel post, flood through the mail room. Each single item must be carefully checked for

contraband or illegal messages. This is a vital link to the security of the prison, and any relaxation of censorship could prove disastrous.

Invisible Ink Escape

Through the years, convicts have tried just about everything imaginable to plot escape, or to smuggle contraband into the prison. That old cliché about concealing hacksaw blades in a cake may be funny to most people, but Stowers has found them in everything from fried chicken to the sole of a shoe. He's never felt like laughing.

Nor did he feel much like laughing back in 1951 when he uncovered what was probably one of the most ingenious escape plots ever devised. Although the details of the plot must necessarily remain a well-kept secret, the method of detection, at least, can be disclosed. The would-be escapees tried to communicate with outside

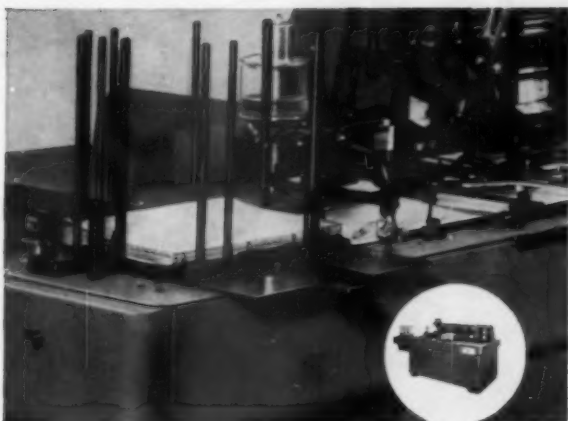
confederates by messages written in invisible ink on their regular correspondence.

They failed to realize, however, that the possible use of such inks was taken into consideration by mail office routine—and the plot was exposed before it even got started.

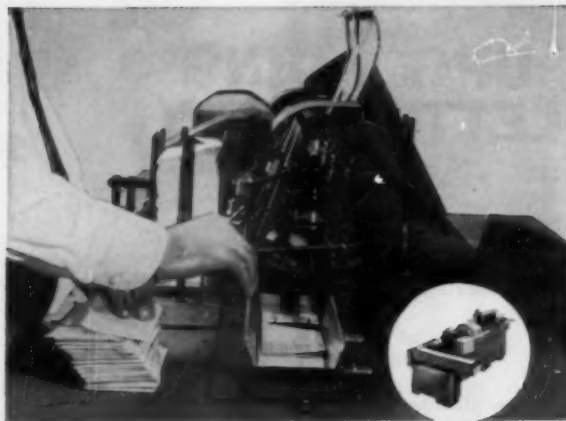
Since invisible ink is literally impossible to banish from the prison, mail censors are constantly on the alert for it. Inmates have been known to make it from lemon juice, milk, diluted sugar, aspirin, and even egg white. The writing becomes visible when exposed to intense heat. But the ink leaves a very faint coloring, and alters the texture of the paper. Civilian censors who work in the mail office are specially trained to scan each letter that looks dried out or scratched.

Smugglers do no better than escape artists under this system of careful censorship. "The chief items of con-

(Continued on Page 97)

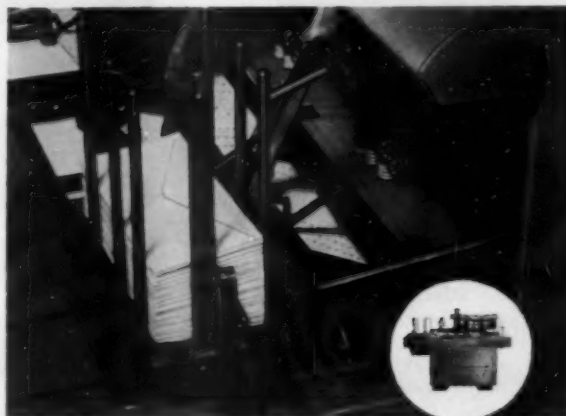


Universal Size Phillipsburg Inserter



Open-Feed Station Attachment

**What's new
in mechanized
mail inserting?**



Punch-Card Attachment

3 new developments in Phillipsburg Inserters!



Bell & Howell Phillipsburg Company, pioneer and world-leader in mechanized mail processing equipment, is busy designing and engineering new machines for every mailer, large and small. Here are only three exciting new developments in Phillipsburg Inserters—more are on the way!

- 1. NEW Universal Size Phillipsburg**—Now, one machine can handle all insert sizes from $5\frac{1}{4}$ " x $3\frac{1}{4}$ " up to $11\frac{1}{4}$ " x $8\frac{1}{4}$ "! Provides accurate, fast vacuum feed, adjustable speed motors, full double-insert detection at every station. Ideal for publishers, department stores, brokerage firms, other mailers!
- 2. NEW Open-Feed Station Attachment**—Allows fast hand feeding of loose inserts or bulky enclosures, such as punch cards, sales slips, capsules, celluloid credit cards, many types of samples... with all other advantages of a stuffing machine!
- 3. NEW Punch-Card Attachment**—Now, punch cards are stuffed by the *Knife Edge* principle, the system used on all punch-card machines for accuracy, regardless of hole positions in card!

Do you have an inserting problem?

Ask us to help you solve it. Send Coupon...

PROD. PRODUCTS THROUGH IMAGINATION
**Bell & Howell
Phillipsburg**
PHILLIPSBURG, NEW JERSEY
Successor to Inserting and Mailing Machine Company

Bell & Howell Phillipsburg Co., Phillipsburg, N. J.

Send more information on _____ (mailing problem)

___ Universal Size Phillipsburg ___ Open-Feed Attachment
___ Punch-Card Attachment

Name _____

Firm _____

Street _____

City _____ Zone _____ State _____

R-9-8

UPGRADING LETTER COPY

by Paul J. Bringe
Milwaukee Dustless Brush Co.

How often have you received a personal letter of appreciation after making a major purchase? Because it happens so seldom, such a letter receives immediate attention. The cost and trouble involved is insignificant, yet the return in additional business can be huge.

When you bought your last new car, you probably dealt with a salesman—perhaps you have never met the President of the firm. Suppose, two weeks after your purchase, you received a letter from the President asking if you were satisfied with the car, and offering his help in adjusting any difficulties. A visit from the President would be even more effective—any dealer who averages a new car a day or less could certainly make such visits. You would be impressed with the attention. It would go a long way toward putting the person-to-person relationship back into the car business, from which it has been absent these many, many years.

Did any of the top brass thank you when you bought your home? Did you get a personal letter from the President the last time you bought a large insurance policy? Chances are you didn't. What an opportunity wasted! It isn't every day we lay out a large piece of cash—all of us like a little recognition for it, and it is doubly welcome when it comes from an individual from whom we do not normally expect it.

One of my good friends sent me this letter from a large steamship line. Coming from the Captain of the ship, you can bet it got attention. Identification has been removed because it was an individually typed letter. Three cheers for the firm who values their customers enough to send such a letter.

The thinking behind it is sound—anyone who can afford an extended ocean voyage is a good prospect for another. More important, anyone who makes such a trip talks about it and

Mr. and Mrs. John Jones
701 Farwell Drive
Smithtown, Arizona

May 16, 1958

Dear Mr. and Mrs. Jones:

Now that you are home again I hope you have pleasant memories of your recent trip on the SS . Though I have been to the South Sea Islands and Australia frequently, on each trip I am impressed anew with the beauty and wonder of this part of the world.

But the most stimulating experience always comes from meeting people like you, and this trip was no exception. We try hard to be sure every passenger gets the finest service and the utmost in enjoyment. I thought performance was good on your trip but naturally I am a bit prejudiced. You are the judge of this and that's the reason for the card enclosed. Will you take a few minutes to give me your comments?

If any part of your trip with us was not just right, will you tell me about it? I will consider it a great favor.

The SS is sailing on a 73 day cruise starting in January 1959. If you would like detailed information just check the card. Perhaps your friends, after hearing about your trip, will be interested — give me their names and addresses and I will see that they receive complete information.

It has been a pleasure to know you — I hope we meet again soon.

Cordially,

Captain M. R. Smith
Master, SS

May 16, 1958

Mr. and Mrs. John Jones
701 Farwell Drive
Smithtown, Arizona

Dear Mr. and Mrs. Jones:

Some time has passed since we had the opportunity of welcoming you aboard the SS . I, along with all of the other officers who had the pleasure of sailing with you, sincerely hope your trip was enjoyable in every respect. We trust that your shipboard experiences and the acquaintances will remain among your most pleasant memories.

It is always our foremost thought to offer the finest of service to our passengers. It is, however, our passengers who are the ultimate judges of this, and we would welcome any comments or thoughts on our service which you may care to offer. We are enclosing a card for this purpose and would very much appreciate your taking the time to assist us by completing and mailing it.

I hope we can look forward to having you sail with us again in the very near future. With this in mind, the enclosed card has been provided with space for requesting the latest information and literature covering current and future sailings, including the 73-day cruise on the SS planned for January 1959. Our Passenger Department would be most pleased to forward this information to you and to offer all possible assistance in your future planning. If you have friends or relatives who you feel would be interested in this material, we would deem it a privilege to send this information to them also.

Until we meet again - I remain,

Cordially yours,

Captain M. R. Smith
Master, SS



THE FRIDEN JUSTOWRITER

sets justified composition from tape
for ALL offset duplicating machines

With the Justowriter, automatic tape-operated composing machine, all printing on offset duplicators in your office can be professional looking, with justified margins, accurate, easy to read . . . at a substantial saving in cost over type-writer or hot metal composition. Any printing or duplicating job, large or small . . . can be set on direct image plates or reproduction proof paper from the Justowriter's punched paper tape.

One keyboarding on the Justowriter Recorder produces a visible copy and a punched tape. This tape operates the Justowriter Reproducer to set sharp, justified proofs automatically at 100 words per minute. Author's alterations or corrections are easily made by making a tape from a tape . . . automatically. Fourteen different type styles are available in sizes from 8 to 14 point.

WRITE TODAY on your business letterhead for additional information on the justifying type-composing Justowriter -- a basic Tape-Talk machine in the "new world for business" created by Friden.

FRIDEN, INC., San Leandro, California

THE ABOVE COPY WAS SET ON THE JUSTOWRITER IN 10 POINT GALVIN TYPE

Use Justowriter composition for

BOOKLETS
MANUALS
CATALOGS
NEWSPAPERS
DIRECTORIES
HOUSE ORGANS
LITERATURE
BULLETINS
PRICE LISTS
DIRECT MAIL





GREETINGS

Full-Color

CHRISTMAS LETTERS

at a fraction of the cost

... of preparing your own. Now ... order attractively printed Christmas Stationery from your printer or lettershop or directly from your nearest Arthur Thompson & Co. distributor. No fuss, no bother with preparing your own.

Each of our 37 distributors has available the ALL-YEAR PORTFOLIO that displays the largest and most exciting collection of Christmas and Everyday stationery ever offered by Arthur Thompson & Co. Select the letterhead of your choice—each distributor can make immediate delivery to you or the firm processing your work. Attractive, appropriate, full-color designs for every season. A one-color run to print your own personal message ... and you save time and money.

While looking through the new ALL-YEAR PORTFOLIO, you will find additional new beautiful natural-color lithographed Christmas letterheads and envelopes, Christmas cards (including the popular high-gloss type), rich-looking steel-engraved Christmas letterheads, sales-getting punchline bulletins, designs for Easter, Thanksgiving and for use throughout the year. These are just a part of more than fourcore stationery designs awaiting you.

And to help you use the line we have included pages of copy for Christmas and Thanksgiving letters and Christmas card verses.

Don't be overwhelmed by the cost and time involved in preparing your own Seasonal Stationery. Ask the nearest Arthur Thompson & Co. distributor for the new 1958-1959 ALL-YEAR PORTFOLIO ... it's yours without obligation. Look it over ... pick the type and design of your choice ... then call your printer or lettershop ... or order direct from our nearest distributor.



ARTHUR THOMPSON & CO.
109 MARKET PLACE • BALTIMORE 2, MD.

Arthur Thompson & Co. Stationery and Portfolios are available in many leading cities. Phone or write the distributor nearest you.

Albany 8 Millcraft Paper Co.
Alexandria, La. Louisiana Paper Co., Ltd.
Baltimore 2 Barton, Duer & Koch Paper Co.
Baton Rouge 2 Louisiana Paper Co., Ltd.
Boston 29 John Carter & Co.
Charlotte 1 Caskie Paper Co.
Chicago 6 The Rylander Co.
Cleveland 15 Millcraft Paper Co.
Cleveland 13 Ohio Legal Blank Co.
Columbia 9, S.C. Epes-Fitzgerald Paper Co.
Concord, N.H. John Carter & Co.
Dallas 7 Clappitt Paper Co.
Fort Worth 7 Clappitt Paper Co.
Havana, Cuba Aurelio Garcia Dulzaides
Hartford 3, Conn. John Carter & Co.
Houston 3 Clappitt Paper Co.
Kansas City 5, Mo. Strahm Letter Co.
Little Rock, Ark. Arkansas Paper Co.

Monroe, La. Louisiana Paper Co., Ltd.
Montreal, P.Q. T.B. Little Papers Div.
New York, N.Y. Inter City Papers, Ltd.
Norfolk 12, Va. Wholesale Art Blank Div.
Omaha 2 (Long Island City 1, N.Y.) Epes-Fitzgerald Paper Co.
Philadelphia 3 Acme Mail Advertising Co.
Pittsburgh 19 J. L. W. Smythe Co.
Providence 3, R.I. U. S. Printing Supply Co.
Raleigh, N.C. John Carter & Co.
Reading, Pa. Epes-Fitzgerald Paper Co.
Richmond, Va. J.L.N. Smythe Co.
St. Louis 10 Epes-Fitzgerald Paper Co.
San Francisco 26 Tobey Fine Papers, Inc.
Shreveport 80 Banco Corp. Ltd.
Tulsa 2 Louisiana Paper Co., Ltd.
Tulsa 2 Louisiana Paper Co., Ltd.
Tulsa 2 Millcraft Paper Co.
Toronto 14, Ont. Whyte-Hooke Papers Div.
Washington 2 Inter City Papers, Ltd.
Worcester 10 Barton, Duer & Koch Paper Co.
Mimeograph Distributors

his friends probably have the money to make a similar trip. One customer could bring two or three prospects.

This letter is up for revision because it has many first person references, I, We, Our, Us. Some letters can be loaded with first person references and be wonderful letters. This is true when the reference means the person writing the letter. When the first person reference means a company, corporation or business, it seems self seeking to us because we cannot form an image of a definite individual as a reference. This feeling about first person references harks back to the days when all letters were personal letters—when even business letters were written by hand. We can be glad there is such a personal feeling about letters. Without it direct mail would not have reached its present position.

The original letter has 13 first person references, only three of which refer specifically to the writer. The rewrite has 12 first person references but 10 refer to the writer. This is the difference between a "company" letter and a personal letter.

Those firms who insist on the we, our, us approach, who never permit their writers to identify themselves as individuals, are out of step with the workings of the human mind. Mr. Average Man dislikes abstractions—he thinks of things in terms of people. Tables have legs because people have legs, ships are called she to make them human, many people give their cars human names and are inclined to urge them on with encouraging talk when they are stuck in a snow bank. Even when we swear at inanimate machines or objects, we are likely to use words that imply the object is a person. The closer our personal relation is to the object, the more likely we are to make a person of it—in our mind, of course.

Curiously, the original letter carries many passive references. "We had"—"Who had"—"We would"—"You may"—"Would very much"—"Has been provided"—"Would be most pleased"—"Would be interested"—"We would deem." This passive language is not in character with the mental image we have of the active life of a ship captain. Of course, passive language is never good—it should always be "We will"—"You will"—"Will be interested". The active sense adds vigor and immediacy to any letter.

However, regardless of how this letter could be improved, the sender deserves a lot of credit for getting it in the mail.

PC

PLANNED CIRCULATION, in the interests of direct mail advertising, announces its forthcoming series on

THE FUNCTION OF MAILING LISTS IN DIRECT MAIL ADVERTISING

A series of independently prepared studies on
successful and efficient mailing list practice.

SERIES I (now in preparation)

INTRODUCTION by Mary Bertha McGuire,
President, Planned Circulation.

LIST TESTING by Harry Hites, Jr., Sales
Director, Kiplinger Washington Editors.

FINDING THE BUYING POWER LISTS FOR
YOUR PRODUCTS by David W. Margulies,
President, Damar Products.

THE LIST BROKER — A MAILER'S POINT OF
VIEW by Lucian W. Burnett, Manager, Di-
rect Mail Dept., Curtis Circulation Co.

YOUR HOUSE LISTS ARE YOUR GREATEST
ASSET by Ellsworth S. Howell, Vice Presi-
dent, The Grolier Society.

THE LIST BROKER — A LIST OWNER'S POINT
OF VIEW by Boyce Morgan, President,
Boyce Morgan Associates.

Editor, Mitchell Gresser
Promotion Manager, American Institute of CPAs

Are you on our mailing list to receive these
free booklets? *No obligation, of course.*

PLANNED CIRCULATION

A LIST BROKER DEDICATED TO THE CUSTOMER'S INTERESTS

19 West 44th Street

New York 36, N. Y.

Mary Bertha McGuire
Owner

Murray Hill 7-4158

MAIL ORDER LIST BROKERS

We are specialists
in finding suitable
lists for large mailers.

We are specialists
in finding suitable
customers for owners' lists.

JAMES E. TRUE ASSOCIATES

"Jim" True
"Hank" Ruby

Charter
Member
National
Council of
Mailing list
Brokers

James E. True Associates
419 Fourth Avenue
New York 16, New York

"Reed-able Copy"

A Monthly Clinic Conducted by Orville Reed

Seems we're always carrying the torch for something.

A few issues back we asked our congregation to consider upgrading routine correspondence as well as sales letters. Our point was (and still is) a sale well started by an inquiry-producing letter could be easily killed by a poor follow-up letter.

We asked, at the same time, why DMAA had never devoted a part of its convention program to helping members do a better "routine" correspondence job. Through the efforts of Betty Roskam, a member of the Program Committee, there will be or has been (depending upon whether you read this before, during, or after the convention) a spot on the program devoted to this subject.

Follow-up letters, as well as general correspondence, can be cold and forbidding, warm and friendly, can present the right kind of picture of your organization or the wrong kind; they can be high-hat or down-to-earth; they can sell or unsell a prospect.

Look at your daily correspondence. Look at the answers to your inquiries. You'll find most of them fall into the category of "Here's the information you requested in your recent letter. A folder descriptive of our super-widget is enclosed. Our teams are net 30 days. Your order will be appreciated."

Just to show you how a letter can be made to reflect the goodwill and friendliness of a company, here's a for instance. Some time ago I ran across a little editorial in THE PRINT MASTER, put out by the F. W. Orth Company, 2035 Second Street, Cuyahoga Falls, Ohio. The editorial was so good I thought it deserved reprinting in my own house organ. So I wrote the F. W. Orth Company asking for permission to adapt the editorial—to make some changes to suit my purpose. In a few days back came a letter:

Dear Mr. Reed:
Help yourself.
We're flattered—and that's "good pay".
Re yours 28th.
Best wishes—and cheerio!
Sincerely,
Frank W. Orth

Brief. Friendly. In 15 words Mr. Orth showed himself to be cooperative. I like Mr. Orth although I've never met him.

Uses Follow-up To Sell More

Charles Bond Company, manufacturers of gears, sprockets and speed reducers, of Philadelphia, writes a wonderful letter to new accounts. First to thank them for their first order. Then to show their willingness to serve this new customer further. Here's the letter:

Gentlemen:
Recently, you opened an account with our firm when you purchased a Speed Reducer Gear. We want you to know we appreciate your coming to us for this item, and we thought perhaps you would like to have one of our stock gear catalogs. Consequently, we have sent to you today, under separate cover, our #67 issue and are recording your name to receive a later edition when it becomes available—in approximately 4 to 6 weeks.

This illustrates our line of stock gears, sprockets, speed reducers, flexible insulated couplings, and numerous related items, and contains considerable engineering information pertaining to these products.

In the event that you may have any problems along these lines, we hope you will feel free to call on us for any technical assistance you may require. We look forward to being of continued service to you.

Sincerely yours,
Charles C. Bond, Jr.

This letter goes further than just thanking a prospect for his order. Every new customer indicates his faith in you. He is inviting you to show him how good your product or service is. Every new customer is asking you to make him a repeat customer. You can make the best of this opportunity to sell more and to make a regular repeat customer of every new account . . . if you use the right kind of letters.

Watch out for "honestly".

Here's a word that has no place in a letter—any time. It serves no purpose. It slows up the reader's understanding of your letter — plants a doubt in his mind.

If what you say is honest, you only



It used to play music . . . now it writes your letters!

**Auto-typist record "memory" roll
operates the typewriter
to write personalized letters
... by automation!**

Remember the player piano and how it played music as if by magic? It was the *roll* with its perforations that played the notes. Similarly, Auto-typist's paper record "memory" roll...heart of the Auto-typist... "plays" the keys on the typewriter to write your letters... automatically and

accurately! Auto-typist eliminates routine typing and dictation, and is the answer to any volume repetitive correspondence problem.

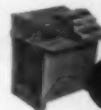
Auto-typist can be used with any standard model typewriter, and one person can produce 100 to 125 letters a day... 3 to 4 times normal manual typing output! And, it's so simple... precomposed numbered letters or paragraphs are perforated on the paper record memory roll, which

will store up to 250 lines of copy. Letters or paragraphs are numbered to correspond to push-buttons, then Auto-typist automatically picks them out and types them perfectly! Manual insertions can be made at any time. See how Auto-typist can save you money!



*Send coupon for full information,
and get your free copy of the new booklet,
"60 Best Business Letters" to help you with your
correspondence. Covers all types of business.*

AMERICAN AUTOMATIC TYPEWRITER COMPANY • 2323 NORTH PULASKI ROAD • CHICAGO 39, ILLINOIS
MANUFACTURERS OF AUTO-TYPIST, COPY-TYPIST AND CABLE-TYPIST



Auto-TYPIST

American Automatic Typewriter Co.
Dept. 29
2323 N. Pulaski Road, Chicago 39, Illinois
Gentlemen:

Please send me full information about Auto-typist and free booklet, "60 Best Business Letters."

Name

Company and Title

Address

City Zone State

Please send me your mailing list recommendations FREE OF CHARGE.

NAME _____

COMPANY _____

ADDRESS _____

BE SURE TO ENCLOSE YOUR MAILING PIECE OR DESCRIPTION OF YOUR OFFER

WILLARD LADDERN INC.
 215 FOURTH AVENUE • NEW YORK 3, N. Y.
 PHONE: SPing 7-7440
 CHARTER MEMBER: National Council of
 Mailing List Brokers

SEND THIS COUPON! It will bring you complete **FREE** details about the many excellent new lists of mail order buyers we can supply for **YOUR** next mailing.

Ours is a national service, used and relied on by many of the most successful mailers (large and small) in all parts of the country. They know, from experience, that we can obtain the kind of lists that are ideally suited to their needs.

Chances are we have the **BEST** lists for your needs, yet they'll cost no more than ordinary lists. Our recommendation service is **FREE**. Simply send the coupon.



More BUSINESS MACHINES are sold . . .

— because of the "invitation-to-sell" sparked by our "built-in", pre-addressed reply card. The prospect just drops it in the mail, and the information he requests will then serve as the "door-opener" for the salesman who brings it.

Whether your product is a Boat . . . or a Boomerang . . . or a Binocular . . . Sales Letters can help you sell it faster, at a lower sales cost, by reaching the hidden buying influences . . . pre-selling prospects . . . and getting interested "leads" for your salesmen.

How much? Our own efficient all-under-one-roof copy, art and production facilities cost you not a penny more than you now pay for an ordinary, less effective mailing.

To see how our "built-in" reply card (or envelope) will fit into your sales picture, write us on your letterhead. There's no obligation.



SALES LETTERS, INCORPORATED

155 West 23rd Street • New York 11, N. Y. • Tel. WA 9-2680-1

weaken your statement by the use of the word.

To paraphrase Shakespeare—"The gentleman doth protest too much."

If the statement you make is not obviously true, preceding it with the word honestly weakens it further.

Mothers of small children know this. When a small fry tells his mother, "Honest, I didn't hit him first, Ma. Honestly, I didn't!" Mother begins to have her doubts about who really started the fracas.

Look over carbon copies of the letters you've written in the last month. Give particular attention to those letters in which you want to put over a point—forcefully.

If you've fallen into the bad habit of using "honestly" preceding a statement, you'll find you can eliminate the word and increase the impact of the sentence.

Compare these two sentences:

Here's the best widget value you'll see in many a day.

Honestly, this is the best widget value you'll find in many a day.

Compare these two sentences:

We had no idea our shipping department had let you down on this delivery.

Honestly, we had no idea our shipping department had let you down on this delivery.

Follow-up Quotations

In many organizations requests for quotations are followed up once by mail and then turned over to a salesman for handling.

Not so with Mechanical Rubber Products Company. They use letters to follow up prospects who have inquired but have not bought. The use of such letters adds that "extra something" to the work of the salesman in the territory. Here's an example:

Gentlemen:

On (date) we quoted you on soft rubber gaskets. We have not heard from you since that time and realize that your requirements were undoubtedly filled. However, it would make us extremely happy to supply you with any other mechanical rubber requirements you may have.

Our specialty is sheet rubber from 1/64" to 3/8"; sponge rubber from 1/16" to 1" and the items that come from sheet and sponge: strips and gaskets.

We are in a position to respond promptly to inquiries. Deliveries are good, and we are happy to say that there is hardly a jobber or manufacturer in the East who does not use our facilities.

It is hoped that the enclosed index card will find its way into your file and serve to remind you that prices are offered promptly and samples gladly furnished.

Very truly yours,
 Frank S. Puccio

Such a letter shows that Mechanical Rubber Products Company wants the business of its prospects. This letter uses an implied compliment to

Cortlea Text

and

Cover

*The gently felted finish and broad deckle edge of Cortlea
can provide a perfect setting for the finest printing . . .
can set the scene . . . create an atmosphere . . . supply
the touch of the modern manner.*



RESTAURANT, AN ENGRAVING BY ARMIN LANDECK

Mohawk Paper Mills

good effect to resell the company's products and services. This is a simple letter. Nothing outstanding about it. It is used with the thought in mind that people like to know their business is wanted.

Write Your Suppliers

Some of the people who sell you material and supplies also do business with your customers. One manufacturer sends this letter to a supplier after a delivery has been made:

Dear Sir:

I want you to know how much I appreciate the way you handled our recent order

for We pick our suppliers just as carefully as we pick employees. We know the value of doing business with people like you who live up to their promises, produce a good product, and at the right price.

Most people take good service for granted. We don't. We know it entails a great deal of effort on your part. The good service you give us makes our job so much easier. Thank you.

Cordially yours,

A letter like that one gets around. Executives who meet at their clubs, on the golf course, or in association meetings, frequently talk about people with whom they do business. When your name comes up, which it often

does unknown to you, a good word from the recipient of such a letter could be the difference between your getting an order and losing one. You never know where a letter like this one may take root and grow into sales.

Look at your carbons. It will pay you to dig out of your files copies of letters you have written to quote a price, to follow up a prospect, to answer a complaint, to collect an overdue bill.

Go back a month or two in your files. You'll probably find some you have forgotten you ever wrote. Then put yourself in the other fellow's shoes. How would you feel if you got a letter such as you have written to your customers and prospects? Are your letters warm and friendly? Are they cold and forbidding? Do they demonstrate your desire to serve?

No letter should be handled in a "routine" way. The dictation period isn't some chore to hurry through. To get out of the way so you can devote your time to more important matters. There are no more important matters in your business than the letters you write.

FIRST LETTERPRESS FORUM IN NEW YORK

The first comprehensive survey of technological trends in letterpress printing will be telecast to a closed-circuit TV audience of over 1,000 printers at the Hotel Statler in New York on Saturday, September 27, 1958. Ten manufacturers will participate in the all-day "Letterpress Forum," presenting demonstrations of their most modern and most important letterpress developments. Some of the new products and processes to be shown have never before been publicly demonstrated.

Manufacturers participating in the Forum are E. I. du Pont de Nemours & Co.; Printing Developments Incorporated (subsidiary of Time, Inc.); the Miehle Co.; Fairchild Graphic Equipment, Inc.; American Type Founders Co., Inc.; Consolidated International Equipment & Supply Co. (demonstrating the Vario-Klischograph); Chemco Photoproducts Company (demonstrating the Dow-Etch process); Eastman Kodak Company; and Minnesota Mining & Mfg. Co.

Sponsors of the forum are the International Association of Printing



between increased
postal rates
and diminishing returns?

Electronics can help you out of the squeeze by producing more orders per thousand mailed!

2,000,000 business firms are now on our I.B.M. cards, coded by:

- category (S.I.C. number)
- size (financial rating)
- population (size of town)
- city, state & county

Returns from a test mailing can be *electronically* analyzed... and only the most productive combinations of category, rating & population used for total mailings. By eliminating all non-productive parts of the list... you get greater returns per thousand mailed.

35 mailers are now testing or using parts of this list. It may be your answer to the squeeze. Get the facts. Call or write:

In New York —
W. E. Watson Corp.
23 Hanse Avenue
Freeport, L. I., N. Y.
FReeport 9-8312

In Chicago —
Nat'l. Business Lists
549 W. Fulton Street
Chicago, Ill.
FRanklin 2-0653



Lithographers

You do know that nothing is more important to a smooth press run than accurately cut stock.
You should know that the fractional accuracy obtained by careful
workmanship is a production requirement on all Fraser papers.

* **SNOWLAND BOND**—a dependable bond of exceptional quality and proven production ability.

* **FRA-OPAQUE** — the lightweight paper, 90% opaque with the bulk and superior snap of quality.

* **SNOWLAND OFFSET** — prints as offset papers should yet gives the strength, bulk and snap of a good bond.

* **FRA-O-TEXT** — the lightweight bible paper that performs well at higher press speeds.

* **FRASER WEBRUN G**—a bright strong and bulky paper designed for web offset by Greenwood paper specialists.

* *it's a Fraser Paper*

FRASER PAPER, LIMITED Sales Offices: NEW YORK, CHICAGO • Mills: MADAWASKA, MAINE



headline should go here

WHY?

- Brilliantly designed to highlight your sales message in the hands of your prospects!
- Perfect as a book mark, place mark or a hundred-and-one other powerful promotional uses!
- Tear and soil proof, guaranteeing greater retention and exposure than ever before!
- Low in unit cost—high in unit impact!

If you want to "dominate through Direct Mail", then you'll want to get the complete story about the "CRYSTAL MARK", America's newest advertising specialty created to SELL FOR YOU!

* * *ell* * *

Crystal Mark a product of
CRYSTAL TRANSPARENT CORP.
101 W. Forest Avenue, Englewood, N.J.

a product of
CRYSTAL TRANSPARENT CORP.
101 W. Forest Avenue, Englewood, N.J.

**COMMISSION ATCO TO
WRITE YOUR MAIL ORDER**

Letter or Ad

Send full information with check or money order. 1-day service. During this month, write your next story free. 1 pg. letters \$10; re-writes add letter \$10. Magazine of size up to 1/2 page.

812 LETTER OR ADDRESS

Writing Department 644.1

A1200 BOX 5173 AUSTIN TEXAS

Write for Information—Ask for List No. 5

ROSKAM POST OFFICE BOX 855
KANSAS CITY 41, MO.

WRITE LETTERS
MAIL SALES CAMPAIGNS

Power - worded to pull inquiries, orders, from consumers, dealers, agents. Many years serving clients nation-wide. Tell me your problem.

Ernest F. Gardner 88 East 54th St.
Kansas City 12, Mo.

House Craftsmen, Inc., Printing Industry of America, and the Research and Engineering Council of the Graphic Arts Industry. Administrators are the Club of Printing House Craftsmen of New York and the Letterpress Division of the New York Employing Printers Association.

Registration fee, which will include a luncheon at the Statler, is \$12.50 before September 17 and \$15.00 after that date. Letterpress Forum Committee address, 461 Eighth Avenue, New York 1, N. Y.

DIRECT MAIL
DOWN UNDER

The General Manager of Australia's largest direct mail user paid an interesting visit to the U. S. recently . . . explaining how direct mail is handled "down under."

He was Charles A. Allerdice, general manager of Australian Fixed Trusts Pty., Limited. As the largest direct mail user in the Commonwealth, Mr. Allerdice's firm solicits outside mutual fund business through one of its subsidiary companies, Australian Mailing Service, Pty., Ltd. This captive plant is the largest mailing house in Australia.

As part of an around-the-world tour, Mr. Allerdice was in this country to examine production facilities and plant operations of American direct mail firms. One of the most interesting sessions of his visit was an informal "round-table" discussion which resulted when he dropped in at Sales Letters, Inc., 153 West 23rd Street, New York. On hand were Walter Bentley and Martin Hanig of Sales Letters, Inc.; C. R. Pope, direct mail manager of Remington Rand; and John Patafio, Jr., advertising manager of *Direct Mail* magazine.

Mr. Allerdice pointed out that Australia has only 10 million people in an area slightly larger than the U. S. . . . and that 4 million are concentrated in the two largest cities, Sydney and Melbourne. The same explosive growth which took place in America is widely predicted for Australia.

One of Mr. Allerdice's revelations about Australian direct mail practice was that inquiries for stock or mutual funds solicitations *must* be received by mail *only*. But the law allows much more freedom and imagination



a brand new family of fine papers

Here they are—Union-Camp's *new* line of "Franklin" fine papers. Grades now available:
White Index, White Tag, Amber Tag, Cream Postcard and White Vellum Bristol.

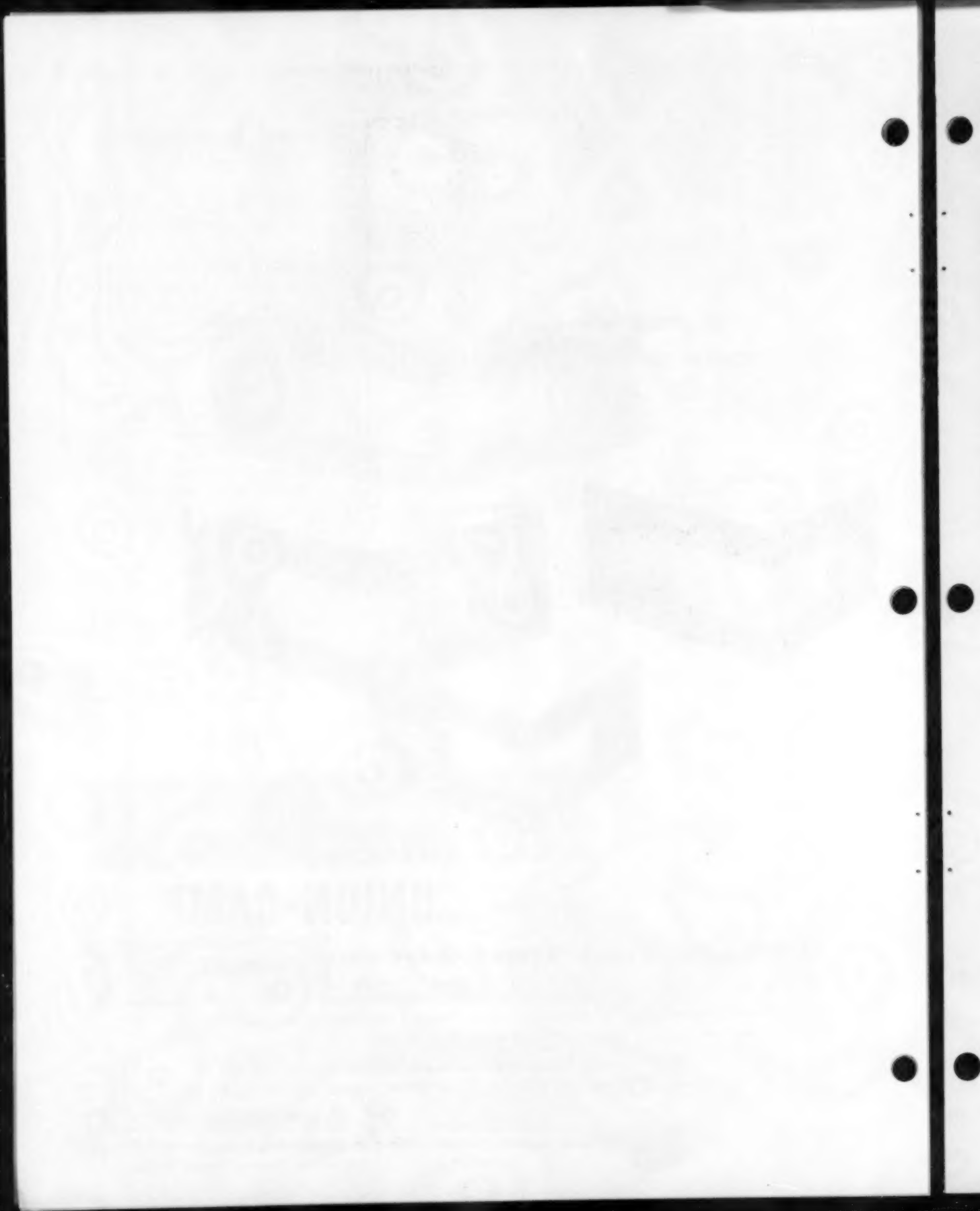
And these are just the beginning.

These versatile "Franklin" grades are ideal for letterpress and offset.
For sizes, weights and samples see your local distributor of Union-Camp fine papers.



UNION BAG-CAMP PAPER CORPORATION

Fine Paper Division, Franklin, Virginia





Specialists in Service

Creative Mailing Service, over the years, has confined its activities to only a few important phases of direct mail service. Specialization in these areas has enabled us to develop valuable skills and experience—and to be of greater service to our clients as a result.

To direct mail users all over the United States, Creative is a major supplier of these four specialized services:

MAILING LIST COMPILATION

Creative is a leader in the compilation of lists of American business firms. These lists of business firms are available according to financial rating, type of industry (manufacturers, wholesalers, retailers, contractors, service firms, etc.) and according to the Standard Industrial Classification System. There are 951 separate and distinct industry lists available under the SIC System.

In addition to these business firm lists, we also compile lists of business executives and professional men. Among these are accountants, attorneys, realtors, architects, company presidents, treasurers, sales managers, factory management personnel, newly promoted executives and many others.

ADDRESSING

We perform mass addressing from client lists. Both type-written and hand addressing are available. The capacity of our Addressing Department is approximately 1,000,000 pieces per week. The highest quality standards are maintained.

LIST MAINTENANCE

Creative provides full list maintenance service (but not fulfillment). Our automatic equipment includes both Elliott and Speedamat systems. We cut and emboss stencils and plates and address material for our clients on high-speed automatic equipment. For lists that do not require the investment in plates or stencils, we maintain card file lists and supply typewriter addressing from these lists.

MAILING

Our Mailing Department operates a battery of five Phillipsburg automatic inserting machines with a one-shift capacity in excess of 150,000 pieces daily. Creative owns and operates its own trucks and makes daily pickups and deliveries in New York City. In cooperation with the local post office, we sort and bag all mail for the terminal of distribution. This Creative "extra" speeds delivery of third class mail.

If you have need of any of these services, Creative will be pleased to discuss with you, our services and facilities in terms of your requirements. No obligation, of course.

Creative Mailing Service, Inc.

Mailing Lists • Addressing • Mailing

460 North Main Street, Freeport, N. Y. • Freeport 8 4830

Postal Rates have gone . . . UP

Therefore we suggest Esleeck Thin Papers for Air Mail and all bulk mailings of letters, records and advertising.

The use of Fidelity Onion Skin, Superior Manifold or Clearcopy Onion Skin will reduce mailing, also typing and filing expenses.

Send for Samples

Esleeck Manufacturing Co.

TURNERS FALLS, MASSACHUSETTS

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It helps to talk your prospect's language

Armenian Proverb

Ahrend's merchandising planning for successful sales promotion means the translation of your product or service features into a selling message.

Let the experts on the Ahrend Associates staff—who have directed over three dozen campaigns which have won National Awards for Results—assist you in developing your plan. As you desire, we'll work on plans only; carry on through copy and art; or all the way through production and mailing.

Moderate fees, on annual retainer or task fee basis.

When may we talk it over? At your office or ours, or in St. Louis during the convention.

AHREND ASSOCIATES
INCORPORATED

601 Madison Avenue, New York 22, N. Y. • Plaza 1-0312

in copy than permitted here. And of 1,000 firms listed on the Australian Stock Exchange, Australian Fixed Trusts Pty. Ltd. has interests in about 300!

The cost of living in Australia is approximately the same as in the United States . . . only on a much smaller scale. For instance, the foreman of a lettershop earns about \$50.00 a week. But a good steak for two in a leading restaurant costs only \$4.00. The "average" income is about \$2,000 per year . . . with anyone earning over \$6,000 being in the "top bracket." Only 6,000 people earn over \$10,000!

Australian Mailing Service Pty. Ltd. has one million names on plates available to advertisers for promotion mailings. That amounts to 10% of the total population . . . or in the American equivalent, about 17 million stencils! The mutual fund firm also has the one and only automatic inserting machine in the country. To get it required proving that none were available in the Sterling area before it could be imported.

There are no commercial list brokers in Australia, says Mr. Allerdice. Anyone wanting a list has to compile it himself, or use Australian Fixed Trusts for lists already compiled. In spite of this seeming monopoly, AFT prices are very close to ours . . . with an average of \$15.00 to \$25.00 M for renting the list, plus \$3 to \$4 M for the stencil addressing. And the visitor from "down under" revealed creative services are only offered to clients when asked for! Looks to us like a really good copy-writer could almost have a monopoly there! ●

START A NEWSLETTER

(CONTINUED FROM PAGE 51)

the entire field of Capeviators. Information, useful information, on the other hand, could be the successful experience of one of your customers with one of your gadgets.

"Furthermore, while you may not be aware of the latest nation-wide doings in Capeviators, you do know your business. You're an expert, and if you confine yourself to the things you know about from first-hand knowledge, you have something to say and can say it with authority. Every shoemaker to his own last, in other words."

You: "Now you have me feeling better, Mac. So, I'm an expert . . . local



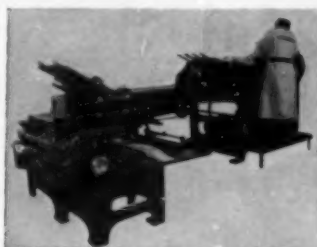
LOOK TO LEMARGE for mechanized Mass Mail...



fast...modern...unique machinery to help you



pinpoint more than a million prospects daily and



... HIT 'EM WHERE THEY LIVE

Only through Mass Mail can you gain a *personal* audience with millions of individuals at one time... with time and space to tell your full story the way it should be told.

New, high speed machinery makes this possible... machines that can cut, fold,

insert, address and label a million messages daily.

Lemarge combines this potential with the creativity and know-how of a staff of direct mail experts to give you inventive, original direct mail advertising that hits with impact, rebounds with sales.

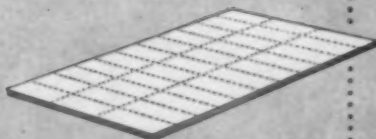


Lemarge Mailing Service Company • 417 South Jefferson • Chicago 7, Illinois

You can fill all your multiple mailing needs with the Dennison Line of Addressing Labels

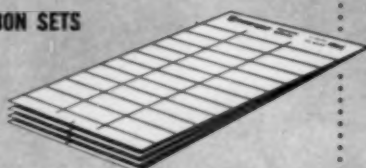
SHEETS

The standard addressing label — for typing or duplicating. 33 pin-perforated labels (2 1/4" x 1") on 8 1/2" x 11" sheet. No lint; no pods. Type 33 labels with one insertion. White, blue, buff, salmon, canary, cherry, green. In 25 sheet or ream packages.



4-PART SNAP-APART CARBON SETS

For follow-up mailings, use Dennison Carbon Set Labels — 4 sheets of couponed label paper collated with 3 sheets of one-time carbon. Quick, clean, easy. Labels stay lined up until snapped apart. 33 labels (2 1/4" x 1 1/2") on a sheet. White only.



ROLLS

Dennison Addressing Labels come in continuous rolls of 1000 couponed labels, 3 x 1" or 3 x 1 1/2", in a dispensing box. Accurate spacing allows labels to be typed with a minimum of adjustment. White only.

Dennison quality labels plus special Dennison gumming insure satisfaction.
Order Dennison Addressing Labels from Your Stationer.

Dennison
Framingham, Mass.



Q. What's New about the *TICKA-TAPE LETTER?

A. It features a pull-out tape seeming to come out of the photo of a wire-ticker. Pull-out tape reveals headline message of letter.

Both tape and ticker are visible through cellophane window of mailing envelope, creating a teaser effect on recipient — gets him to open letter, see headline, and read body-copy.

Q. How proven effective is the new *Tick-a-Tape Letter?

A. The following case history speaks for itself.

On April 23, Forbes tests Tick-a-Tape Letter to 10,000 names.
On July 16, Forbes reorders 280,000 Tick-a-Tape Letters!

Other advertisers who have used this new letter-technique with startling results include manufacturers, publishers and service organizations.

S. Nardone
Mailgraph Co., Inc.
39 Water St., New York 4, N.Y.

For Sample and Costs—Write on your company letterhead to:

type, of course. So I give 'em information and they eat it up. The more information the better, I presume."

Me: "You presume wrong, chum. Passing out information in your publication is great, up to a point. Unfortunately, too many Newsletters are overweight on dull information."

You: "But I thought you just said..."

Me: "Look. A guy is surrounded by information. From morning till night he gets it thrown at him, whether he wants it or not. He gets lectures on the right dentifrice to use from a billboard along the road while he's trying hard to see the sun setting over the horizon. If he lays back on the beach for a snooze, some former flying ace will come 'putt-putting' by overhead dragging along the latest 'info' on the sugar content of beer. If he goes to the latrine he's apt to find a short treatise on the best razor blade to use pasted up on the wall. His favorite 'who-dun-it' is interrupted by information just as the doll begins to.... His favorite comedian fades out just as he is about to deliver the punch line, replaced by information. He misses Musial make the catch because 'Stan-the-Man' disappears into a riotous background of ads along the left field fence, all full of information, except how the Donora Pennsylvania flash caught the ball.

"And the morning mail. Why you would think the average guy was a blithering idiot. Everybody so solicitous, too. Trying to teach him, inform him. How to get married... stay single... be successful... taller... thinner... stronger... healthier... sleeper. The poor character never gets out of school.

"Now, you tell me. Just what is so captivating about Capeviators. Do you think your information is going to stand out like Jayne Mansfield at a Lions Club convention? Do you really think that with all the free, unsolicited 'info' being thrown at the average guy today that your lecture for the day is going to curl his toes with desire? Well, do you?"

You: "Calm yourself, Mac. Calm yourself. After all, you're the one that brought up this information bit. So I'll leave the information out."

Me: "Look, you miss the point. I don't want you to leave the information out completely. I want you to select it carefully and write it interestingly."

You: "One thing at a time, Mac. Let's take this selection business first. What are you getting at. Information



Why People Say
"There's Only One Dickie-Raymond"

What'll You Have — More Sales Leads or Lower Sales Cost?

You can have them *both*. Even in this difficult year.

Hard to believe? Not really — if you've ever seen direct mail truly at work. Case example — the Dickie-Raymond client who upped average dollar sales from \$24.50 to \$51.00 by using direct mail to generate sales leads. Or the company that lifted responsibility for leads from space advertising to direct mail, and on the very first mailing received over 900 responses at a cost of only \$2.63 per lead. Or a mailing to banks on a data recording machine which,

through leads, produced \$100,800 in sales, at a promotional cost of \$1500.

Results like this happen *by plan*. They come from experience — from knowing what to do, — how to do it. In Dickie-Raymond's 37 years we've seen many recessions, even a major depression. We've made direct mail work for clients *then*. We're doing it *right now* — for some of the best-known companies in America.

This is the time for hard-selling. This is the time for making the sales and advertising dollar earn its keep.

Our business is planning, creating, producing hard-sell direct mail and sales promotion material. Nothing else. We'd like to talk with you about your problems and our background of experience.

DICKIE-RAYMOND

*Direct Mail Advertising
Sales Promotion Counsel*

225 PARK AVE., NEW YORK
MUrray Hill 4-3610

470 ATLANTIC AVE., BOSTON
HAncock 6-3360

SERVING SUCH LEADERS AS: AETNA LIFE / AMERICAN CYANAMID Surgical Products / EASTMAN KODAK Industrial / GENERAL ELECTRIC Air Conditioning / NEW YORK STOCK EXCHANGE / PAN AMERICAN WORLD AIRWAYS / PITNEY-BOWES / PUERTO RICO ECONOMIC DEVELOPMENT ADMINISTRATION / RECORDAK CORP. / SHERATON HOTELS / SYLVANIA ELECTRIC / WALL STREET JOURNAL.

MAIL ADVERTISING CORPORATION OF AMERICA
435 NORTH LA SALLE STREET
CHICAGO 10, ILLINOIS

In the mail - including postage, envelopes, and
addressing - for less than \$15 per M!

Fantastic - yes - but under MAC's Group Mailing Plan you can -

-- not only reach your best prospects according to economic
groups

-- but save from 50 to 75% on your mailing costs

With MAC's Group Mailing Plan non-competitive mail offers and
coupons are inserted and mailed in the same envelope. And you
can mail selectively to the economic groups you wish to reach
at these low rates.

Here's how you participate in this Fall's MAC Group Mailing:

1. Pick your market or markets from the MAC schedule of October
and November group mailings.
2. Decide on your selectivity. Each market has been divided
into five economic groups. Select one group or any combina-
tion you need to reach your best prospects.
3. Print and ship keyed insert material to our plant. MAC
provides envelopes, selective resident addressing, insert-
ing and mailing for one low package price.

This is your opportunity to test the selective plan that can
help you offset next year's higher postage rates. Reservations
for non-competitive products are on a first-come, first-served
basis. Contact our Chicago (Superior 7-3785) or New York
(Plaza 5-6541) office now for availabilities, counts, mail
dates, and rates.

Cordially,

Jack R. Cole
Jack R. Cole,
President

JRC:dhs

P.S. Visit our suite at the St. Louis DMAA Convention for full
details on MAC Group Mailing.

NEW YORK CHICAGO KANSAS CITY DALLAS LOS ANGELES

SPEED TYING OF OUTGOING MAIL
SAVE TIME-LABOR-TWINE
TIE LETTERS - PARCEL POST - CHECKS
PAPERS - CIRCULARS - LABELS - BOXES
with a AUTOMATIC PAK-TYER



There is an ALL-PURPOSE PAK TYER for every ap-
plication. Ten times faster than hand tying. Easy to
operate and maintain. All bundles and packages can be
automatically tied without any adjustment. 3 to 24 ply
twine, as well as tapes and braids can be used. Several
models to choose from. LET FELINS CUT YOUR
MAILING COSTS. WRITE FOR CIRCULARS AND
PRICES NOW.

FELINS TYING MACHINE CO.
3151 N. 25th St.
Milwaukee 16, Wisc.

is information."

Me: "All right, here's a 'fer instance'.
Suppose the army awarded you the
sole contract for a Capeviator that
would catapult the mouse out of the
first moon rocket if the rocket started
to go haywire. Supposin' that Cape-
viator of yours would allow space
mouse #1 to float gently down to
earth in good enough shape to
scamper off to wherever field mice
scamper. That's a pretty good piece
of information for your Newsletter,
isn't it?"

You: "You ain't whistlen Dixie,
chum."

Me: "Now, what would you tell your
readers about the story?"

You: "Well, I would really bear
down on the fact that I was the only
manufacturer picked. It ain't every
day the Armed Forces singles out
one company for an important job.
Yeh, and I'd sure tell 'em *why* the
Army picked Acme Capeviator, Inc.
Uncle Sam knows our 'rep'. Why my
grandfather, founder of this outfit,
made belt buckles for the U. S.
Marines during the Nicaraguan
fracas. Got a citation for helpin' the
war effort, too.

"And I'd sure tell 'em about our
technical proficiency. Do you have
any idea at all just how close the
tolerences would have to be for this
mouse ejector? Do you realize the
workmanship that would have to go
into the job? Man, I'd pour it on.
They'd sure know that we make the
best Celestial Mouse Ejectors in the
business when I got finished. Prob-
ably at the cheapest prices, too.

"Then I'd . . . Mac, are you a
listenin'? Now for gosh sakes, *don't*
tell me I'm not supposed to talk like
that. Man that's the old hard sell.
That's what gets 'em to put the cash
on the barrel head."

Me: "That's what gets 'em to throw
Newsletters in waste baskets. Look
number 1 grandson, a four page
Newsletter runs about 2000 words.
That's the equivalent of 40, 50-word
ads. You're asking your prospects to
read 40 ads a month — at one sitting,
too.

"There are no pictures, no attrac-
tive art, no cheese cake, just four
simple little pages. And all they're
covered with is words. Now what you
have just told me is hard sell all
right. It would be hard selling any-
body anything by trying to cram 40
loud, boasting ads like you've just
described down their throats. Do you
honestly think you could coax any
group of readers into a diet of that
pompous dullness month after month?

"You would have them so bored,



GARDEN CITY ENVELOPES

**Every Kind for Every
Direct Mail Need!**



We'll greet you in person at
the CHASE PARK-PLAZA
during the 41st DMAA Convention.

Stop by at SPACE 44-45
and get in on our big prize drawing.



THE HOUSE OF ENVELOPES AND ENVELOPE IDEAS

GARDEN CITY ENVELOPE Co.

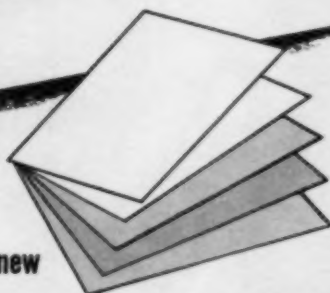
3001 N. ROCKWELL ST., CHICAGO 18, ILLINOIS

Outstanding for Designing and Special Services

Photo by Ewing Galloway, N. Y.

You are Cordially Invited to Visit
the Exhibit of
**SORG's DIRECT MAIL
PAPERS**
BOOTHs 4 and 5
at the DMAA Convention

Be sure to ask for your
FREE packet of full-size
sheets of the glamorous new



SORG's PARCHTEX

... and while you are visiting with us, we'll also show you some of the outstanding direct mail features of these other quality Sorg Direct Mail Papers — Equator Index, Plate Finish, Leather Embossed Cover, and Granitex. So make it a point to drop by at the Sorg booths — we're looking forward to seeing you, and if you're lucky, you may be the winner of our valuable attendance award.

Complete Polaroid Camera Kit to be given as Attendance Award



THE SORG PAPER COMPANY • Middletown, Ohio

• Manufacturers and Converters of Stock Line and Specialty Papers

STOCK LINES

WHITE SOREX • CREAM SOREX • LEATHER EMBOSSED COVER • PLATE FINISH • EQUATOR INDEX BRISTOL
EQUATOR ANTIQUE • MIDDLETOWN POST CARD • 410 TRANSLUCENT • No. 1 JUTE DOCUMENT
SORG'S BLOTTING • BRILLIANT VELLUM • REGISTER BOND • TENSALEX • GRANITEX • PARCHTEX

Offices in NEW YORK • PHILADELPHIA • CHICAGO • BOSTON • ST. LOUIS • LOS ANGELES

Ask Harvey*

about

8%

*Harvey Sampson, Jr.—Harvey
Radio Co., Inc., Industrial
Division — one of our direct
mail clients.

PAUL ROWLAND, INC.

ADVERTISING
DESIGN

The PAUL BUILDING

551 Broadway

New York 18, New York

Canal 6-5040

so sick and tired of your Capeviators in three months you couldn't get them to accept them as a gift. And that goes for your Celestial Mouse Ejec-tor, too."

You: "Well, if you think I'm going to plunk my cash into a direct mail program that *doesn't* talk about my outfit and doesn't sell me, you're out of orbit. Don't confuse Acme Capeviator with the Ford Foundation. Not for one minute..."

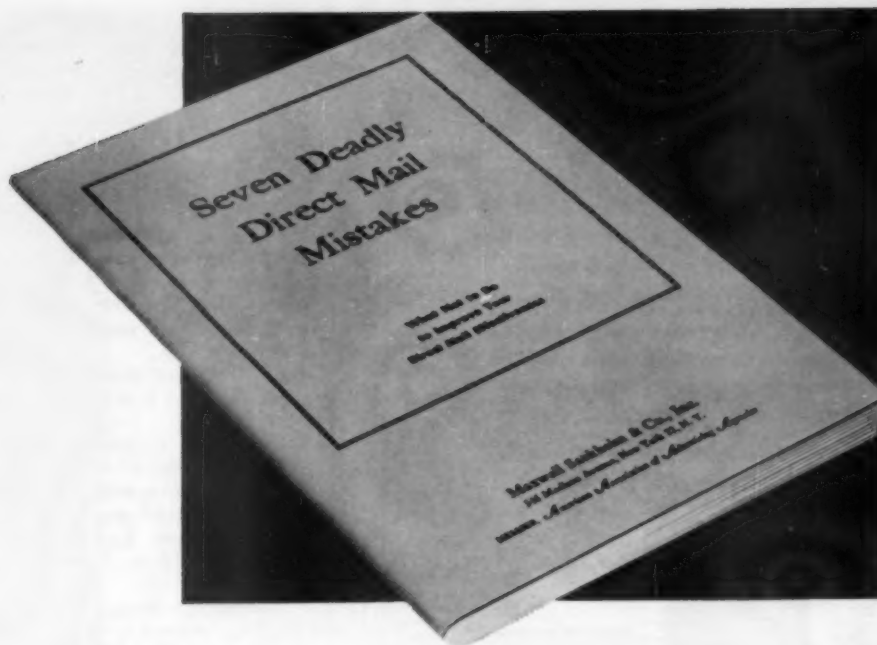
Me: "Who said anything about not selling you? I'm just saying that a steady diet of stuff like how your founder got a citation for helping the Marines hold up their pants in Nicaragua is going to drive prospects away, not sell them. Let me ask you a question? Do you cotton to characters that are always blowing their own horn? Doesn't a little of that go a long way? Doesn't it get downright nauseating after a while? Well, what makes you think you can blow your own Capeviator for four pages 12 times a year and keep the audience asking for more?"

You: "Maybe you gotta point, Mac. But I'm still not running a give-away. I'm in business. I've got to show the prospects that I'm a good guy to do business with."

Me: "Agreed. And you can tell 'em how good you are issue after issue and they'll love you for it as long as you don't come right out and say it."

You: "Will you repeat that pearl of wisdom?"

Me: "No, I'll explain it. Take the Celestial Mouse Ejec-tor story we were just talking about. Instead of telling 'em about how great you are, tell 'em how great the ejector is. Throw the accent away from yourself onto this interesting new scientific development. Everybody is interested in how we're making out on the fight for survival. Everybody is interested in space travel. Tell them how great the Army is in developing such a gadget. Get emotional. Point up what this will mean to mice. You've got a great story here, a story interesting to everybody. And if you'll write it the way I've told you to, you won't have to tell the readers how great you are. It will be obvious that the Army couldn't turn over manufacture of the Celestial Mouse Ejec-tor to any but the best Capeviator manufacturer in the land. That's you. You won't have to tell 'em about your grandfather's pants, I mean your grandfather's buckles for the Marines' pants. You won't have to tell 'em you're patriotic. They'll know it. Aren't you the choice of the U. S.



Write
for a
Copy
Free!

What NOT to do to Improve Your Direct Mail Results

By Maxwell Sackheim

There are *at least* seven ways to cut down results from your Direct Mail efforts. Here they are:

1. Give the prospects a good reason for not opening your mailing.
2. Give the reader a reason for not reading your mailing.
3. Make trivial tests.
4. Make sales, not customers.
5. Write only short letters.
6. Let the lists go to the last.
7. Forget that your letters are you.

If you'd like to read more about these mistakes, so you can avoid them, mail the coupon. There is no obligation.

We are delighted to help the cause of successful Direct Mail advertising by pointing out what *not* to do. As we say in our booklet, the Eighth Deadly Direct Mail Mistake is to think there are *only* Seven! But let's start here. Mail the coupon, if interested.

Maxwell Sackheim & Co., Inc.
545 Madison Avenue, New York 22, N. Y.

Please send me.....copies of your booklet, "Seven Deadly Direct Mail Mistakes."

Name.....
Company.....
Address.....
City..... Zone..... State.....

Maxwell Sackheim & Co., Inc.
545 Madison Avenue, New York 22, N. Y.

MEMBER, *American Association of Advertising Agencies*

LOVING CARE... AND UNDERSTANDING

Become vital factors in getting a complex mailing to the post office on time.

For 30 years, Advertisers Mailing Service, Inc. (Kane-Kiernan Organization) has speedily and efficiently handled the most detailed mailings for leading advertisers.

So, if your promotion activities get complex... need loving care and understanding... let Advertisers handle your next mailing.



49 WEST 19TH STREET,
NEW YORK 11, N. Y.
ALGONQUIN 5-4500



MINES AND MULTIGRAPHING
PHOTO OFFSET • MAILING LIST
COMPILATIONS AND MAINTENANCE
HAND, TYPEWRITTEN AND AUTOMATIC
ADDRESSING • LETTER PROCESSING
MAIL HANDLING OPERATIONS
MAIL SURVEYS • CONTEST JUDGING

Compilation Engineering Solves List Problems

For Direct Mail Activities — "Sales and Sales Promotions", "Fund Raising and Public Relations". Quality Special Interest Lists are engineered to fit particular needs with a high degree of selectivity, verified as to source, controlled to eliminate duplication with the latest known addresses. List D909 was engineered to list individuals of Above Average Intelligence, Culture and/or Income at the home address who are the mainstay of our economy. They have disposable income to spend, invest or give. They are the obvious leaders, locally, regionally and nationally.

Business Lists are also Compilation Engineered.

"DREY'S SELECTED" CURRENT NATIONAL BUSINESS ADDRESS LISTINGS

50,000 "Business Ambassadors" (Low Pressure Salesmen)	200,000 Misc. Executives from Non-duplicating Sources
60,000 District Managers of National Corporations	20,000 Officers of Trade Associations
35,000 Every Salesman an Engineer	60,000 Sales Executives (Many Sources)
175,000 Executives of Prospering Industries	45,000 Sales Promotion Users of Graphic Arts
210,000 Firms Who Make Good Will Gifts	195,000 Small Town Business Boosters
75,000 Junior Executives (All Categories)	250,000 Top Mfg. Executives Supplied by Chambers of Commerce
165,000 Middle Management Executives (All Activities)	

All the above lists which have been reordered again and again were engineered from original sources in addition to well known Published Directories and are kept up to date.

Compilation Engineering is the result of thirty odd years of developing lists to fill customers' needs — Direct Mail Users of all sizes in every section of the country. Whatever you want to accomplish direct mailwise, consult us about your list needs. We are not only the recognized source of Special Interest Lists but also the recognized standardized compilations such as: Architects, Accountants, Business Executives, Real Estate Brokers, Treasurers and Controllers, etc. When writing for full list information and prices enclose a sample of your mailing or describe briefly what you have in mind.

WALTER DREY, INC., COMPILATION ENGINEERS MAILING LIST SPECIALISTS

Brokerage • Compilation • Research

257 Fourth Ave., New York 10, N. Y.
Telephone ORegon 4-7061

333 N. Michigan Ave., Chicago 1, Ill.
Telephone Financial 6-4180

Army?"

You: "Well, I know we're pretty good, Mac, but aren't you pouring it on a bit. But I get your point all right. Don't talk, talk, talk, talk, talk about yourself. Talk about the people you're working for. Talk about your customers. Let the glory rub off, so to speak."

Me: "Now you're getting the slant. With this approach, the audience will read your stuff. Of course, you've got to give them interesting stories, gotta watch your choice, look for the different angles."

You: "But what about this entertainment you said I should get into my Newsletter?"

Me: "Well, if you'll write your stories with the accent on the other guy and not yourself, you're well on your way to adding entertainment to your Newsletter. You'll have already taken it out of the class of a lecture or an essay."

"Then, of course, if you can continue to come up with interesting off-beat stories like the one about the Celestial Mouse Ejector you'll have real entertainment in your pieces."

"But you can go even further. Put some humor into each piece. Don't worry if it isn't exactly to the point. Just get it in."

"But the most important way to add entertainment to your piece is through the style of your writing."

You: "Now don't tell me I've got to study Shelly and Keats."

Me: "No, nothing like that. It's mostly a matter of the attitude, the frame of mind you bring to your writing. Be sure to approach the writing of your Newsletter relaxed."

You: "You're beginning to sound like a head-shrinker. Should I get a couch?"

Me: "What I mean is this. Commit yourself to a program of at least twelve issues over a period of a year. Aim at turning your prospect from a guy that never heard of you, and couldn't care less, into a friend who looks forward to your pieces by the end of the year. Now you have twelve months to do the job. It isn't necessary to cram every last detail of your marvelous attributes into each issue. You can go at it easy. You don't have to use every last inch of space on each page as though this was your one and only shot at the prospect."

"And most important, if you want your pieces to be relaxed and friendly, forget this brevity business."

You: "Why, Mac, what you just said! You're going to lose your direct mail writers union card."

picture it on CURTIS PAPER

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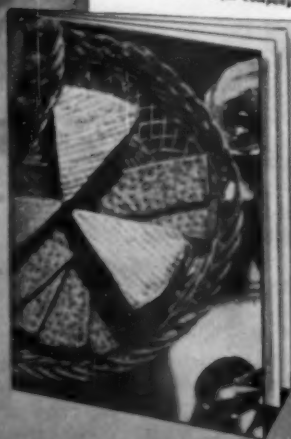
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means more sales... more savings

Neighborhood stratification is the modern, efficient way to help promote your product to consumers.

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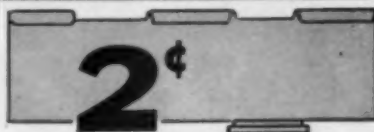
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(An extension of Globe Mail Agency, Inc. and predecessor companies.)

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Me: "You've read a lot of advertising. You know, the type that's boiled down and boiled down until only the 'essential words' remain. Now, can you imagine a salesman walking into your office and talking like that? You'd throw the guy out after the first dynamic, distilled paragraph.

"Isn't it the personality of the salesman that first captures your attention? Isn't it his appearance, his manner, the way he talks, the little asides, his inflections, perhaps the little jokes that sets the stage, gets you receptive for his sales pitch?

"Sure it is. Well, you have to do the same thing with a Newsletter that you expect to be welcomed and read month after month. How you going to do it? With words. These words and phrases might not be 'essential' to the sales message, but they're absolutely essential to get continual readership. It is their job to give you a personality, to turn your Newsletter from just another 'plug' sheet into a message from an interesting friend. They take up space, but don't let any pitchman tell you they're not worth it."

You: "Yeh, but I always heard that people haven't got time to read so you have to make it short and sweet."

Me: "Short isn't always being sweet. In fact, being short often means squeezing the last bit of sweetness out of any message. Besides, no matter how busy people are, they can always find time to listen to the salesman that is interesting and can always find time to read that which is interesting. Length has very little to do with it. You know as well as I do that all of us will find time for the things we are interested in. So, being interesting is the first requisite. And to be interesting, you must have a personality, even in writing. So take as many words as are necessary to create a personality for yourself. Forget about that crisp writing chock full of selling words. Be yourself."

You: "Speaking about words, Mac, doesn't that have something to do with making a Newsletter interesting, entertaining and readable? Don't you have to be a word merchant to produce these things?"

Me: "As far as I'm concerned, no. There are only a certain amount of words available. And you know as many of them as your readers. You're well enough equipped on that score. Use the ones you know. And for gosh sakes, don't go hunting for any more and don't go literary. There is nothing that will kill a piece faster than some ordinary Joe suddenly getting



It's here! New combined Folding & Inserting Machine

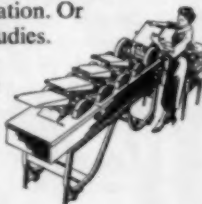
**Folds and stuffs 500 letters, bills,
etc. in envelopes in 8 minutes!**

If you use the mails to promote your products or services, the new, low-cost Pitney-Bowes combined folder and inserter, Model 3300-FH can eliminate all the headaches of costly, time-consuming handwork, prevent disruption of office workers' routine and lick the problem of finding temporary, extra workers. And it's ideal for routine billing and statement mailing.

The new Pitney-Bowes Model 3300-FH folds—and inserts in envelopes—single enclosures at speeds up to 4,000 per hour—letters, cards, invoices, statements, bulletins, even stapled sheets. Multiple enclosures can be made with more runs through the machine. Faster, neater, less expensive than hand folding and stuffing.

This compact machine is set without tools, is easy to operate, can be run by any office girl. Even with only occasional use, the 3300-FH soon pays for itself in any office. Call the nearest Pitney-Bowes office for a demonstration—no obligation. Or send coupon for free illustrated booklet and case studies.

Model 3100, with six optional stations, inserts up to six enclosures at speeds to 6,000 an hour. Offers optional hookup with a PB postage meter mailing machine.



PB's new combined folding and envelope-stuffing machine makes big savings in even small offices! Its inserter unit hooks onto any PB folder, or operates separately.

Other advantages of the 3300-FH

- Only nationally sold and serviced combined folder and inserter on the market.
- The 3300, as an inserter by itself, is the lowest priced inserter available.
- Handles enclosure sizes (after folding) up to 8 7/8" by 5 1/2" inches.
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FREE: Handy desk or wall chart of new postal rates with parcel post map and zone finder.



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Name

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Details? Write on your letterhead for our folder that tells the story of this fabulously successful campaign.



LITHOGRAPHY BY **Hennage**

9th and Kearny Streets, N.E., Washington 17, D. C.
LAwrence 6-1221

Dear Conventioneers,

Now that I farm, the DMAA Convention comes at the wrong time. If you do any gardening, you know that September is the beginning of harvest time.

There are harvesting chores at the convention, too. Here we meet and talk with clients and learn of their needs. Although I am not going to the convention, I am eager to learn how Industrial List Bureau—now in the list brokerage business as well—may best meet the needs of old friends and new clients.

Don't keep this information a secret—please share it with me. Mailing lists—hard-to-build and hard-to-find—are still my most enjoyable activity. I thrive on research. And in this relaxed rural atmosphere where pride of craftsmanship dominates, our clients are served so much better. Here is your chance to do some harvesting by mail.

Sorry I can't be with you. I hope you find the convention enjoyable and instructive. And do let me hear from you.

Cordially yours,

Eli Kogos

INDUSTRIAL LIST BUREAU • WEBSTER, MASS.

literary in print. And strangely enough, a lot of people who are interesting as all get out when you talk to them, turn into boring, pompous, stuffed shirts when they get a pencil in their hands. It's a disease."

You: "Well, what's the cure?"

Me: "The best cure I know is to read aloud everything you write. If it sounds the way you talk, then it's good. But if it sounds like some stranger talking, tear it up and write it in your own words. You are a better writer when you write the way you talk, than you are if you try to be a writer. Get it? Be a talker on paper, not a writer."

You: "You seem to infer that anybody can write a good Newsletter. Do you really mean that?"

Me: "No, of course not. You need a writer, but he doesn't have to be a so-called professional writer."

You: "You got me there, pal."

Me: "What I mean is that you might be able to find your writer in your own organization. And he might be somebody that hasn't been in print before, or at least not often. But don't get the idea this means that practically anybody around the office can do the job. And don't think that the boss is the best prospect. In fact, he would be the last person I would consider."

You: "You have something against bosses?"

Me: "No, but bosses usually have to worry too much about the financial end of the business to be able to write about it in a casual manner. They're apt to strain."

"What you need is somebody who knows the business, is enthusiastic about it, is deeply interested in it, yet isn't so overwhelmed with the responsibility for its day to day life that he can't take a semi-detached look at it. He has to be somebody that is just detached enough to see the human interest in it."

"And, furthermore, he has to be somebody with humility, somebody that doesn't take himself too seriously. Stuffed shirts sound like stuffed shirts in print, too. I think somebody a little further down the ladder is more apt to be the person you're looking for."

You: "Well, is that the only set of qualifications?"

Me: "Oh, no. Whoever you pick for the job must be a guy who likes to dig into things, someone with curiosity, the guy that's always bothering everybody with questions."

"But with all this, he still needs another attribute. He should be a

MONOGRAM's forging straight ahead in all directions! In 12 years we've carried off 18 DMAA awards for almost every product under the sun. Different approaches — different thinking. Monogram thinks all directions should lead to the same destination — results! So if you're traveling the same way... and want to stock up on ideas and experienced creative taste, see Monogram. We'll help you map the shortest route to results!

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Illustration by Martin, 1974.



dirty shoes can lose the sale!

An unsightly appearance on the part of a representative is mentally associated with what he represents and can ruin the best sales story.

So too, with your "mail salesmen." They represent your firm and create the impression upon which your sales story is accepted or rejected.

Make sure your Mail Advertising gets the "Red Carpet Treatment." Dignify your Direct Mail by using:

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Experience that counts
-- 21 years helping
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And now special service
to mailers in the health
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staff will enable us
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good conversationalist, a good storyteller, a guy with imagination. The 'office character' might just be the best bet."

You: "That's all O.K., but how about the little task of getting the deathless prose down on paper?"

Me: "Don't worry about that. Remember, your boy only has to put his thoughts down on paper the way he speaks. The trick in this lies in the attitude you, the boss, take. If you make it clear that your writer has a free rein, that he isn't going to be hampered by a front office editorial staff, that he will be allowed to express his own personality in the piece, I think the chances are you will intrigue him, will give him a real incentive to do the job. You know everybody is just 'ham' enough to want to see themselves in print. And on that score, be sure your writer gets credit. If possible, let him sign the pieces."

You: "Don't I get to say anything about my literature?"

Me: "Of course. You should have the final control of what appears in the piece. But don't try to tell the guy how to write sentences. In other words, don't insist that he write the way you write. Let him write the way he writes. Don't forget, we decided that you, the boss, are a poor candidate for the job."

You: "So you think we can find our own writer?"

Me: "There's a chance that you can find a writer in your own organization. At least, I would try there first. But when you think you've got one, have him do a pilot model, then take that model to some 'pro' and get his opinion as to whether your boy can do the writing job or not. Don't depend upon your own judgment."

You: "In other words, friend, you don't think much of me as a critic."

Me: "I'll put it this way. Just because you have been a successful business man doesn't automatically make you an expert appraiser of writing, the kind of writing the public will read."

You: "But what will I do if I can't find a writer in my own outfit?"

Me: "Then get a 'pro'. Turn the job over to an agency, a good free lancer."

You: "But that will cost dough."

Me: "Of course it will. But don't forget a Newsletter is nothing but copy. The appeal hinges on good copy. So paying a good writer an honest price is well worth it. When you want art work, you go to an artist. Well, if you want good copy, go to..."

You: "Yeh... I know. Go to a good copy writer. I guess you're right. But



**This circular has produced
the greatest dollar volume
we've ever received on a
direct mail item!**

***Yours to mail right now! Tested and proven in over
2,000,000 mailing pieces! You carry NO merchandise inventory!
We supply the entire mailing vehicle: Circular, Letter, Return Card***

**This Offer Is So Successful Because
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1.

The New, Revolutionary Rogers Rotary Paint Gun—
This gun operates on an entirely different principle—*centrifugal action*! Delivers a completely new "straight line" spray from $\frac{1}{4}$ " to 15" wide... with an absolute minimum of overspray, feathering or misting. Requires no air pressure, nozzles, or needles—won't clog. Delivers as much paint per minute as as a \$200.00 air compressor type.

2.

Two quarts of famous Name Brand Paint—FREE.
Never before such an effective inquiry-producing offer! Your customers get two quarts of a famous name brand paint—worth \$4.95—absolutely free, whether or not they buy the paint gun. It's theirs just for taking advantage of the free home trial offer.

3.

A 15-day Free Home Trial—Your customer uses the gun for 15 days—without any cost. All details for handling returns have been worked out.

In mailings by our clients totaling over 2,000,000 pieces, the offer of a Rogers Rotary Paint Gun plus two free quarts of paint has produced the largest dollar volume return of any item we've ever offered. This amazing response can be yours, too! We supply the complete mailing vehicle at a fraction of the cost you would ordinarily have to pay because we print in million lots. You stock no inventory of any kind. *All you do is mail!*

*Write for FREE sample of mailing material, also
prices and full information.*

the sloan-ashland division

**903 Merchandise Mart
Chicago 54, Illinois**

**THE SLOAN-ASHLAND DIVISION
903 Merchandise Mart
Chicago 54, Illinois**

I would like complete information on mailing your
Rogers Rotary Paint Gun offering.

Your Name _____

Your Firm Name _____

Firm Address _____

City _____ Zone _____ State _____

Have You Tested This List?

Precision Equipment Co., Mail Order Buyers — LIST A-1: 47,000 BUYERS (All 1955-58 names) who responded to bargain bulletins offering fling cabinets, desks, chairs, cabinets, power mowers, electric $\frac{1}{2}$ " drills, fans, steel shelving, etc. Virtually 100% individual men's names (in addition to company name). Practically always address is that of company (not home). 100% BUYERS. All types of businesses — manufacturers, wholesalers, retailers, etc., as well as institutions are represented. Poor-pay accounts are continually removed. Source: Direct Mail. Average sale \$40.

Addressing Charge: \$15 per M

Among the reorders for these names received (after successful tests) are those of eight merchandise mailers, two cigar firms, four companies offering books or services, one firm offering collection stickers, two advertising firms and six publishers of business magazines.

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Detroit 35, Michigan

speaking about getting prospects to read this material, I get the impression that's all you're interested in. I want to do more than entertain the populace. To be brutally frank about it. I want to sell millions of Capeviators. And I expect the Newsletter to do the selling."

Me: "Well, how does a salesman go about making a sale or making a customer which is a lot better? First, doesn't he have to sell himself? Isn't this absolutely essential? Of course it is. Well, Newsletters work the same way. They're designed to help you sell yourself to a large number of people — certainly more than you can reach in person. They create customers over a period of time."

"How does the Newsletter do it? Well, first there's continuity. The Newsletter reaches prospects month after month. If nothing else, this continuity gets your name known in a wide market."

"But the Newsletter accomplishes much more than that. Take the Celestial Mouse Ejector story. A continual barrage of such stories over a period of time, repeatedly hammers across the point that you are an important producer — after all, the Army uses you. You must be a good Capeviator manufacturer."

"Different stories, appearing month after month, about the customers that use your Capeviators are nothing more than case histories. They point out that your product is accepted, accepted by numerous important users. They point out new, different uses of Capeviators, provide useful information on the correct usage of them. These stories represent important endorsements of your products by others."

"Other stories demonstrate your wide knowledge of the entire field of Capeviators. You're an organization wide awake to all that's going on. Month after month you are demonstrating that you are an expert, that you are professional in your field."

"The style of your writing punches home the personal attributes of your company. You're modest. You don't talk about yourself too much. You're honest. Didn't you admit in one of your stories that you made a human error? And didn't you make allowances for that when you sent out the bill? You're a friendly outfit. Didn't you laugh at yourself in one story? You're service conscious. Didn't that show up in one story? You fill orders fast. Didn't you do that emergency job in 24 hours?"

"On and on it goes, month after

Z & L

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MU 5-6278

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Write me about your plans or problems

All details handled by mail

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is too big for his britches,
give us a call
and hear what our pitch is*

*If quality and extra fast service
is what you demand,
telephone us quickly
our staff is on hand.*

Tyme LETTER SERVICE CORPORATION

43 East 19th Street, N.Y. 3, N.Y.

AL 4-0174

Ty-Process Letters • Multigraphing • Mimeographing •
Addressing • Mailing • Research • Photo-Offset • Packaging

"The longer I work with Lewis Kleid and his staff, the more impressed I am with the intelligent list recommendations and the thoroughly dependable service."

Edward N. Mayer, Jr.

Unsurpassed in Quality at any Price

Genuine 8"x10" Glossy Photos

5½¢
EACH

In 5,000 lots
6½¢ in 1,000 lots
\$8.99 per 100

Post Cards
\$26 per 1,000
Mounted
Enlargements
(30"x40") \$4.95

YOUR PRODUCT PHOTOGRAPHED IN
THE MOST MODERN STUDIOS,
AS LOW AS \$5.

A Division of JAMES J. KRIEGSMANN

CopyArt Photographers
165 West 46th St.
New York 19, N. Y.

WE DELIVER WHAT WE ADVERTISE

The MULTIPRESS

FOR
IMPRINTING
ENVELOPE
PRINTING
SPECIALTY
PRINTING

WHAT'S YOUR LINE?

Write Dept. 8 for literature

B. VERNER & CO., INC.

52 DUANE ST. NEW YORK 7 • BA 7-1466

Gardener Lists

Write for Information—Ask for List No. 1

ROSKAM

POST OFFICE BOX 855
KANSAS CITY 41, MO.

month, you are creating a picture of how you work, what you can do, what your attitudes are, what kind of a person you are. You're selling yourself just as the salesman must do. But you're reaching thousands of people each month, many more than you could ever expect to reach by personal calls. And each direct mail call is costing you less than 10¢ in contrast to a personal sales call cost that could be as high as \$18.00 per call.

"And of course, your Newsletter contains offers of give-aways, not too many to cheapen them, not stupid attempts to get a return with a ridiculous item, but something that the reader is really glad to receive.

"And you're inviting the reader to phone you, to write you to seek out your help. You're offering to help him. And you mean it. It's no phony come-on.

"So is it any wonder that consistent, interesting, entertaining Newsletters begin to show results? Your Capeviator plant becomes the Capeviator plant. Why not? You are telling folks about it more often than your competitors. You become the expert in town. Why not? Didn't story after story demonstrate this in your Newsletter? You're a good guy to do business with. Anybody can read that between the lines of your Newsletter. You become 'Mr. Capeviator Manufacturer,' the leader in your market area.

"The word of mouth advertising begins. People are referred to you. Phoned inquiries come in. People 'just happen to think of your outfit' when a job comes up. Others are surprised to find out that you make Capeviators (you've called on them many times). Your salesmen find it easier to approach clients, easier to close sales. Then one day, the sales manager suddenly and proudly announces that Acme Capeviator sales are on the rise. The outfit's on the move. He points to a chart with a rising sales curve and waits for your comment."

You: "What do I say when I get the good news?"

Me: "Nine chances out of ten you'll scratch your head and say: 'I wonder why?' It will never occur to you that the Newsletter had anything to do with it."

You: "You do me an injustice. But, look, you've got me all excited. This sounds great. Fill me in on one other angle, production."

Me: "That's the easiest part of the job. Use two pages or four. I prefer a 4-pager. There's more substance to

A SALUTE
to the
DIRECT MAIL ADVERTISING ASSOCIATION
Forty-First Annual Convention

DIRECT MAIL DIVISION
THE REUBEN H. DONNELLEY CORPORATION

CHICAGO 16, ILLINOIS
407 East 25th Street

MOUNT VERNON, NEW YORK
230 East Sandford Blvd.

LOS ANGELES 29, CALIFORNIA
4632 Santa Monica Blvd.

M-LETTERING
\$1.00 word
Im-Lettering
\$1.00 a word
RAPID
LETTERING \$1.00

**RAPID
FILM-LETTERING
\$1.00 PER WORD!**

Reduced or enlarged to fit your layout... negative or positive... No photo-print charge!... No photostat charge!... No minimum charge!... Unlimited choice of styles!... 24 hour service! New FREE specimen chart on request. Mail service anywhere in U.S.A. Address Dept. DM.

**RAPID
TYPOGRAPHERS
INC.**

**305 E. 46 ST., N.Y. 17
MU 8-2445**



**DMAA — MASA
MEMBERS**

*Get our special
Convention Offer
on
JUMBO
FLASH
CARDS*

From now until Conventions end we offer a *special introductory discount* on the big, colorfully illustrated, low-cost mailing cards that *get results*. Send for samples and special prices!

**THE CARR ORGANIZATION
1319 N. THIRD STREET
MILWAUKEE 12, WIS.**

Send samples and special prices on Jumbo Flash Cards to

Name

Company

Address

City

it, looks more important, is a better showcase for your outfit."

"Get an artist to design your masthead. It's worth the cost. A nice colored stock will help, too. Gives your piece distinction. Don't forget the envelope, either. An envelope is like the first handclasp of a salesman. It helps determine whether your Newsletter will be welcome or not.

"Set your Newsletter with a typewriter. Don't bother justifying the lines. This little touch seems to take the slickness out of your piece and gives it a home-grown quality that puts readers at ease.

"Really, there's not much to the production of a Newsletter. It's simple."

You: "And how about costs?"

Me: "Naturally, Newsletters cost something. But in the scale of costs, it's among the least expensive forms of continuous advertising."

You: "Well, Mac, you've got me sold. This is just what I've been looking for. Just between you and I, I've always had a yen to be a publisher."

Me: "Well... don't forget to get a good writer. Don't be afraid to pay him well, either."

You: "Mac, boy, you're flippin' your lid again. Why should I spend dough to get this written? Yep, this is one outfit that will write their external publication internally. Why I can just see..."

Me: "Look... just exactly who is going to author your prose?"

You: "Why me, of course. You don't think I'm one of those bosses that can't write. That can't... what was it you said? Oh yes... that can't detach himself enough from the business to write about it objectively? Why we got the greatest outfit in the land and when I get done regaling the readers... what'd you say?"

Me: "I SAID: 'DON'T FORGET TO TELL YOUR READERS ABOUT YOUR GRANDFATHER'S PANTS... I MEAN YOUR GRANDFATHER'S BELT BUCKLES FOR THE NAVY'S PANTS... AH FORGET IT.'"

METHOD IN OUR MADNESS

(CONTINUED FROM PAGE 48)

reasons are more obvious.

Any advertisement, to be successful, must enjoin or induce the reader to bring something of his own background into the ad. People connect with the familiar, exciting, and cultural aspects of their backgrounds.

**3000 FULL COLOR
POSTCARDS**

ONLY \$99⁸⁷
100 Halfpence N

**FULL PRICE—
NO HIDDEN CHARGES!**

This price is all inclusive. Simply send us your 4 x 5 color transparency for the finest reproduction you can buy! Results absolutely guaranteed—delivery time about 8 weeks. Price includes 50 words standard type printed on back.



HALO-COLOR

147 King Street • San Francisco 7, Calif.

• Quotes on longer runs by request

• Samples of work gladly sent

call
Flexo-Lettering
for

**THINNING AND WEIGHTING
REPROPORTIONING
PERSPECTIVES
ITALICIZING BACKSLANTING
OUTLINES
CAST SHADOWS**

BAS RELIEFS

Special effects

ANY EXTREMES

from type, lettering, logos, art
You dream up the effect you want
— we'll reproduce it to perfection.

PLAZA 3-4943

FLEXO-LETTERING CO., INC.
305 East 46 St., New York 17

Since 1937 the greatest name in Trich
Photography and Process Lettering



LISTS OF PEOPLE

..... who have
disposable income
to spend, invest or
give.

If you sell a product or service, want to raise money, build acceptance of an idea, develop a new market, or just plain pull inquiries, we would welcome the opportunity to tell you about the lists we can offer that could do these jobs for you.

Increased postage and other costs, call for closer attention to list quality, selection and use. For the price of a postal card or a telephone call you can learn how we would help you with your list selections, offer suggestions as to their use and, of course, secure them for you.

WILLIAM M. PROFT ASSOCIATES

List Counselors and Suppliers

585 MAIN STREET EAST ORANGE, N. J.

Telephone ORange 3-2233

Prospect List

400,000 Small Businessmen \$18.75 per M.
1958 compilation of owners, partners, or top executives of small business. (Your choice as to home or business address). Write for geographic breakdown.

Advertising Letter Service

2930 E. Jefferson Avenue Detroit 7, Mich.

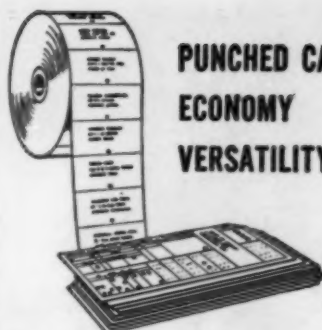
We attempt to enlist these forces in presenting information in a painless and productive way. That medical men may absorb the staggering array of new developments in this field with minimum effort and a degree of pleasure.

However, you'll find a few firms insist on projecting their own images of what the average medical man is like. They create a prototype and talk to him in monotonous style . . . then wonder why the outcry against prosaic sameness and abundance by the profession. This is indeed abuse of a medium, wastefulness and inflection of dullness.

Some medical people demand all of the facts. They prefer to base a decision on what the total case presents. This is the caveat emptor view . . . let the buyer beware. Others judge the message on who said it. Consider a firm can't make outrageous claims and retain confidence . . . so let the company digest the advantages in terse, ready-to-absorb form.

A company is also judged on the face it turns to its customers. Every piece of mail, every journal ad must reflect the inherent precision, care, and quality exercised by the house. A crooked line of type, a mawkish appeal, a questionable choice of visual symbolism tears down the image and redounds on the company's efforts. Trying to save a few dollars by cheapening the paper stock; saying okay to a questionable ad because you have a deadline to meet . . . these acts compromise integrity, and this we cannot afford to do.

These have been some of the principles that guide us in doing what you



PUNCHED CARD ECONOMY VERSATILITY

ADDRESS DIRECTLY from PUNCHED CARDS to a Wide Range of Material

Scriptomatic addresses from easily prepared CARD masters (IBM, Remington-Rand, Samas or ledger or index cards) directly to Tape, Envelopes, Wrappers or Booklets on one machine. Models for every addressing or data writing problem.

Write for File,
"Scriptomatic Methods"

SCRIPTOMATIC, Inc.

318 North 11th Street, Phila. 7, Pa.

Scriptomatic

Farmer's Names

Write for Information—Ask for List No. 3

ROSKAM POST OFFICE BOX 855
KANSAS CITY 41, MO.



ALL CHIEFS, NO INDIANS

The 100,000 plus names on the Fairchild Mailing List are all executives of retailing and manufacturing companies. They include presidents, vice presidents, store merchandise managers, department store buyers among others. Many mailers have told us that these are legitimate two-way prospects, who buy for their personal needs and also buy for business. The Fairchild Newspapers are a part of the daily lives of these retailers and manufacturers. That's why they know us and we know them. And why our lists are the best available and can be guaranteed 95% accurate.

FAIRCHILD Mailing List Division

A Division of Fairchild Publications

7 EAST 12th STREET, NEW YORK 3 • AL 5-5252



Because . . .

we turn our clients' direct mail dollars into SALES . . .

. . . we've outgrown our old offices and have moved to larger and more pleasant quarters . . . to better service our present clients and future ones. May we show you how we can help you to get greater mileage from your direct mail dollars too?

STEINER AND LIVINGSTON, INC.

Direct Mail and Sales Promotion Consultants
... now at 655 Madison Avenue, N.Y. 21, N.Y.
... our new phone is TEmpleton 8-4600

SEE YOU IN ST. LOUIS AT THE DMAA . . .
look us up in our suite . . . Renee Kaplan and Bill Steiner in attendance.

Auto-Typed Letters as low as

Kirban Associates offers Auto-Typed Letters as low as 8 cents per letter (in qty. or on contract rates). 1000 letters only 10 cents per letter. Price includes 2 personalizations. Quality work on IBM equipment. Letter writing, counselling FREE.

8c per letter

write
KIRBAN Associates, Inc.
5673 Quaker Ave., Phila. 41, Pa. - WAnacok 4-1252

PREMIUM LISTS

Write for Information—Ask for List No. 4

ROSKAM POST OFFICE BOX 855
KANSAS CITY 41, MO.

Ho-Hum Crasher!

Does your advertising invoke yawns? Let Bott awaken it to evoke action and results!

"That Yellow Bott"

Leo P. Bott, Jr., 64 E. Jackson, Chicago

ART BY SPECIAL DELIVERY

Need creative art to mark your basic idea and make your advertising sales-producing? Then send us copy and rough . . . and our staff of 4-A artists will send you a copy that will provide the "merchandising and sell" you must have to make those space and direct mail ads sparkle. Our staff is made up of men who have top jobs but want extra money. Reasonable rates . . . 24-hour delivery.

Write For Our Unusual Offer.
VIEW-POINT 143 Madison Avenue, N.Y. 16, N.Y.

see in its finished form. Is it all worthwhile, measurable, justifiable or do we play it all by ear? You are the targets of this volume of communication, because you are extremely important and influential people. It is in one respect the penalty of achievement, where you are sometimes saturated while other people are just dying to have someone write them a letter. These same people who rail about the supposed high cost of drugs, because we who make them are denied the conventional channels of communication to explain why they are really not expensive at all.

What About Advertising Cost?

Just how much, if at all, does advertising inflate the cost of pharmaceuticals? Here is how the editor of *Today's Health*, a publication of the American Medical Association, puts it:

The major determination of a drug's price is the cost of the research behind the finished product. After a medicine has proved its worth, the manufacturer must then build such equipment as will allow mass production on a practical basis. As with any other product, the greater the sales, the less the profit needed to insure a fair return on the original investment and risk assumed by the manufacturer.

The next step in drug development is making your personal physician aware of the new medicine. Our doctors learn of new products from scientific publications and meetings, and directly from the pharmaceutical house. This last means of communication, advertising to the doctor, is probably the least understood. It has often been said that drugs could be sold for much less if the cost of advertising were not added to the original cost of preparation. This fallacy should be dispelled. Most prescription drug firms spend an average of 5% or less of the retail sales of a drug to inform your doctor of their product. If the cost of advertising were eliminated completely, a 50c capsule could be sold to you for about 48c. But this would eliminate the means necessary to produce mass sales, without which the cost of that same capsule could not have been brought down to the 50c selling price.

Interestingly enough, the advertising of prescription drugs is never directed toward the actual buyer. It is presented to your doctor, who eventually does the selection for you. This provides you with the assurance of scientific discrimination paralleling the cost. Your doctor will always consider the matter of price but only if there is scientific evidence to show that a lesser cost does not mean lesser quality.

Today, the price you really pay for your medicine is far less than in the past, if you consider what you are getting, not what you are paying.

The mails are open to anyone. There is no czar . . . only the dignity and common sense of the user. There

TINY in size . . .
TINY in price . . .
BIG in popular appeal

these perfectly scaled-down MINIATURES REALLY WORK

Authentic metal, exact in every detail; fascinating to use . . . these miniatures are "cast-assembled" in one operation by GRC's exclusive "INTERCAST" process. Natural bright finish or brass plated. GRC also die casts and molds special small parts to order; ask for special bulletins.

Write, wire, phone TODAY for samples and prices of GRC metal miniatures.

GRIES REPRODUCER CORP.

World's Foremost Producer of Small Die Castings
11 Second Street, New Rochelle, N. Y.
New Rochelle 3-8600

FREE!

NEW 1958 CATALOG
IN 4 COLORS, SHOWING
128 FLASH BULLETINS

See these compelling 4-color letter-size forms that ad-men and sales execs use to drive home a message! Perfect for everyone who uses form letters! Thought-provoking headlines tied-in with eye catching illustrations. Ideal for mimeo, ditto, multigraph, offset or letterpress. Send now for catalog. No obligation.

National Creative Sales, Inc.
1030 Leggett Ave., New York 55, N.Y.
Phone ELdorado 3-0025

Just for Brides

"JUST FOR BRIDES 2B"
— unique 48-page book.
5 1/2" x 4 1/4" — records "things to do" and every memorable wedding detail. Unusual, effective mailing piece, gift or giveaway for women, 16-60. For information on application to your needs, write VISUAL AIDS, P. O. BOX 669-R, BEVERLY HILLS, CAL.

DMAA 41st ANNUAL CONVENTION
meet me in
St. Louis!
in
SEPT.

is a lot of mail, to be sure; and some of it is below par—does nothing but make a noise. But as with the man who has weeds in his lawn, I suggest the best approach is to remove and throw away the weeds. Don't throw away the whole lawn, pave the space and paint it green. That would be a pretty barren existence; and you'd be missing so much that is really worthwhile.

This, then, is the partial and (I hope) impartial story of pharmaceutical advertising. It has been my attempt to put the method into our seeming advertising madness. Or is it, really, madness at all? ●

PRISON POST OFFICE

(Continued from Page 58)

traband we must guard against," says Stowers, "are money and narcotics. Money, despite the fact that it has no legitimate purchasing power in prison, is every bit as valuable and can cause the same dissension as in the free world."

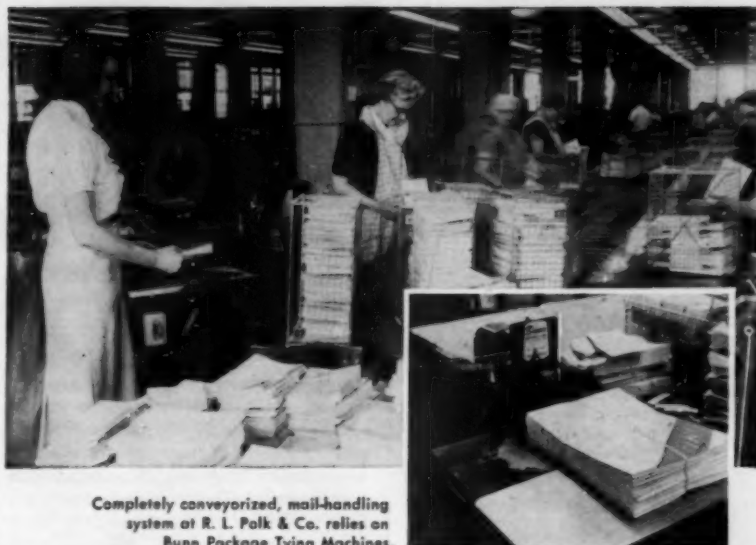
Attempts to smuggle in money are usually awkward. The typical method employed consists, as a rule, of sewing a few bills into the lining or padding of the clothes that are sent to inmates by their families. This is simple for experienced censors to detect.

Narcotics are quite another matter. Faced with the utter boredom of prolonged confinement, some men turn to thoughts of drugs; just as others think only of actual escape. And, of course, there are always those men who were users before their imprisonment.

"We handle this problem," Stowers says, "by simply refusing to allow any margin for error. If the heels on a pair of shoes being sent to an inmate appear to have been tampered with or hollowed out, they are removed. If the material of any clothing feels stiff, as though it may have been impregnated with some drug, we have it analyzed. We just don't take chances. We can't afford to."

The job of mail office superintendent could make a man pretty much of a cynic . . . if he didn't stop to realize that those precautions are made necessary by only a small minority.

Stowers has worked at the prison continuously since 1941, except for two years with the Air Force during World War II. His military service was largely an extension of his prison



Completely conveyORIZED, mail-handling system at R. L. Polk & Co. relies on Bunn Package Tying Machines.

Machine-tying beats hand-tying 10 to 1

Bunn automatic tying "keeps mail on the move" for R. L. Polk*... handles up to 1,500,000 units a day!

"With a mailing volume like ours," says Mr. M. K. Buda, Manager of Direct Mail Production for R. L. Polk's busy Detroit office, "hand methods are costly. When it comes to tying, we rely fully on the Bunn Tying Machine!"

"Yes," says Mr. Buda, "Bunn automatic tying has been saving us time and money since 1933. In all, we now use 26 Bunn Machines."

Mail-handling specialists since 1870, R. L. Polk & Co. know whereof they speak. Whether your volume is in the hundreds or hundred-thousands, Bunn automatic tying can streamline your mailing operations.

*Internationally famous direct mail organization

Ties anything. And mail is just part of the story. Packages, magazines, boxes, bundles: yes, literally anything you now tie by hand can be tied neater, better and faster on a versatile Bunn Machine.

Operation is simple, positive. You just position the object to be tied, then step on a trip. Automatically, you get a precision tie . . . in 1½ seconds or less. Faster than hand-tying? About 10 times. And the Bunn knot saves on twine, too.

Send today for full data on how Bunn automatic tying can cut costs for you. Use the handy coupon below.



BUNN

PACKAGE
TYING
MACHINES
Since 1907

B. H. BUNN CO., 7605 Vincennes Ave., Dept. RD-98, Chicago 20, Ill.
Export Department: 10406 South Western Ave., Chicago 43, Ill.

MAIL COUPON NOW FOR MORE FACTS

GET THE WHOLE STORY

Send today for this fact-packed booklet, which illustrates the many advantages of Bunn Tying Machines. Or let a Bunn Tying Engineer show you. No obligation.

B. H. BUNN CO., Dept. RD-98
7605 Vincennes Ave., Chicago 20, Ill.

- ☐ Please send me a copy of your free booklet.
☐ Please have a Bunn Tying Engineer contact me.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

PENCILPRINT

MEMO FROM
ED WARD

*The message
you write on a
pencil memo
will be read.*
E.W.

PENCILPRINT looks like actual
pencil. Has many applications for
your Direct Mail. Ask for samples.

Century Letter Co., Inc.

48 East 21st Street New York 10, N. Y.

MEMO

TO PREMIUM MANAGERS
AND MAIL ORDER LIST OWNERS

We'll pay you cash for your
box tops or inquiry letters.

The publishing industry needs
good mail order names.

If you have 25,000 or more
premium requests in your possession,
we are interested.

Many well-known national
advertisers have found it profitable
to sell us their names. Why not
you?

Just drop a note telling us
how many you have on hand and
enclose sample of advertising
material which produced the
names.

ACTIVE
MAIL ORDER LIST CO.

241 Lafayette Street
New York 12, N. Y.

Phone Walker 5-2450

work. He served in the Pacific with the criminal investigation division of the Sixth Air Command. In post-war years, Stowers continued his study of penology and related subjects at the Institute of Applied Science and at the University of Iowa. This training provided invaluable experience for handling the unique mail program at the prison.

Wholesome Correspondence Encouraged

Under the program endorsed by Warden William H. Bannan, inmates of the Michigan State Prison are not only encouraged to maintain a wholesome correspondence during their confinement, but they are given every opportunity to do so. An inmate can correspond with seven persons . . . four members of his immediate family and three friends. He can send out ten letters a month, postage free, and receive as many as thirty-five.

The restrictions are few. Inmates cannot correspond with known criminals, ex-convicts, or persons connected in any way with their crimes. And married men are prohibited from writing to unmarried women outside of their immediate families.

Mail pours into the prison from all forty-eight states, and from such faraway places as Japan, Greece, India, Holland, Scotland, Germany and the Philippines. All of it gets a thorough going over by the censors, except letters to and from certain officials.

Underworld Slang's A Sticker

While the censors don't worry too much about letters in a foreign language, they often find themselves with the much greater problem of regional American dialects, idiom, and current underworld slang. Sometimes this slang is carried to extremes. Not long ago, the following letter from an inmate to his girl was sent to Stowers' desk for censoring:

Most Luscious Mellow-D:

Whilst cooling in my shackled pad, I deemed to stash at my knuckle-knockers and mash a few yards of spiel. I'd like to run you a few of the latest caps, but the spy-eye that digs the scrib would kop and your boss would be scratched at the post. I'd better play it chilly. Solid? . . . Your Mellow, Hollywood.

Stowers let the letter go through, but sent the following memo to the inmate, just to caution him that he knew what the score was:

Most Luscious #76125:

Play it cool, man. The cats in the pad don't dig your jive, but the

spy-eye kops it. I'm flippin' . . .
Your Mellow, Paul Stowers.

Reading the letters and thereby probing the souls of more than 6,000 convicts who have committed nearly every crime in the books is a tedious and exacting job. "But, at times," says Stowers, "it is a job rich in humor."

"I well remember the time one walled-in joker, intent on making things awkward for the censors, wrote a letter to Santa Claus asking for two dozen hacksaw blades, three hundred feet of Manila rope, a sub-machine gun, four hundred rounds of ammunition, and a pair of Buck Rogers rocket shoes."

The humor doesn't always come from inmates. Take, for example, the day Stowers received a letter addressed to an inmate who wasn't registered at the institution. While searching his memory for the inmate's name, on the chance that the addressee had been in prison some previous time, he happened to turn the letter over.

A note, scribbled in pencil on the back of the envelope helped to make the situation clear. It read: "If not in prison yet, please hold until he arrives."

Tragedy of Forgotten Men

More often, however, a job like Stowers' sees only tragedy. There are hundreds of inmates who sit in their cells without ever receiving a letter. And there are anguished men who unsuccessfully beg friends and relatives to come and visit them. And there is the young first-timer who opens a letter from his father and reads, "As far as I'm concerned, you're dead."

People are quick to forget a man once the cell door slams shut behind him. Just when he needs them most, they desert him, sometimes disown him; and he finds himself all alone in a small grey world of steel and concrete.

"I've always liked to believe that a mother's love never dies," Stowers says, "but I've seen it turn to bitterness once a kid lands in here. I see this tragedy every day. Sometimes, though, I see other things in the prison post office that help to balance it. Just the other day, for instance, a woman sent in a big cake for inmates in the mental ward. Even if it wasn't quite within the rules, I let it go through."

"But I sliced it and ran it through the metal detector first . . . just to make sure." ●

CLASSIFIED ADVERTISING

ADDRESSING PLATES

SPEEDAUMAT—Zinc Plates embossed—\$35.00 per M. 100% accuracy guaranteed.
POLLARD-ALLING—3 line proofed and linked \$27.50 per M.

Advertisers Addressing System
703 N. 16th St., St. Louis 3, Mo.

ADVERTISING AGENCIES

Pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers. Publishers' rates. Counsel service. Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4731. Est. 1923.

CANADA'S BEST MAILING LIST

275,000 live names on Elliott stencils
Call your list broker—TODAY
or Tobe's, St. Catharines, Ontario

DIRECT MAIL CREATION

EFFECTIVE DIRECT MAIL MATERIAL written and designed by mail for firms from Maine to California. Write for information about my personal service, by mail. Raymond Lufkin, Tenafly, N. J.

FOR SALE

Over 20,000 Mailing Lists, Original Direct Inquiries from both trade and National Magazines such as Popular Science, Esquire and over 100 Publications—Retail and Wholesale, including salesmen—United States, Canada and Foreign.

Please state your offer per 1000.

MILLER SEWER ROD COMPANY
MAILING LIST

4642 N. CENTRAL AVENUE
CHICAGO 30, ILLINOIS

ENVELOPE MANUFACTURER GOOFED

335 thousand 6 1/2 #20 lb. white wave
25 thousand 9 #24 lb. white wave
40 thousand monarch #24 lb. white wave
Perfect except for bad flap gum.
Take entire lot at \$1.65 per M delivered.

Pan American Envelope Co., Inc.
284 N.E. 59th Terrace, Miami, Florida

Two Model FG—40 Flexowriter Recorder-Reproducers. All caps. Purchased new Nov. 1956, \$2500 each. Asking \$1700 each. Excellent condition. Fair Mail Service, Inc., 417 Cleveland Ave., Plainfield, N. J.

UNUSUAL 3 DIMENSIONAL POSTERS

62 different industrial, safety and office themes. Unique 3-D effect through attached novelties. High return direct mail item. About 1500 to 2000 of each theme. Entire lot for sale at below production costs. For information and samples, write General Manager, Box 93, The Reporter, on company letterhead.

MAILING LISTS

250,000 CAREFULLY SELECTED names in the Agricultural Field. Individual lists of Potato Growers, Tomato Growers, Corn Growers, Canners, Shippers, Dealers and many other categories. Write for free brochure "Agricultural Lists". Macfarland Co., Box 540-D, Westfield, New Jersey.

Direct Mail Proven Buyers. Over 790,000 Alpha-Geo Names. Buyers of Books and Magazines as Gardening, Farming and Health. Active and clean expires. Your Broker knows our reputation for results. Rodale Press, Emmaus, Pa.

NEW BIRTHS 1000 WEEKLY, DETROIT & Suburban on Gummed Mailing Labels \$1. per 100. Guaranteed Fresh. VICKERS', 1143 E. Pearl, Hazel Park 12, Mich.

MAILING LIST WANTED

Wish to rent or buy mailing list of metal-working manufacturing plants and/or stamping plants. Montgomery Eng'g Co., 1111 French Rd., Detroit 34, Mich.

FREE MAILING LISTS

OVER 2 MILLION NAMES ON PLATES
GUARANTEED 100% ACCURATE
ELECTRONIC SELECTED
CONSTANTLY CORRECTED

Retailers-Wholesalers-Manufacturers

Banks-Churches-Institutions

Choice of 350 Other Lists

"We Charge ONLY for Addressing"
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The
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of Direct Mail
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Available

Send for
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224 Seventh St.
Garden City, L. I., N. Y.

Direct Mail

ADDRESSING

Address-O-Mite Stencil & Mach. Co., Inc., 64 W. 23 St., N.Y.C. 10 (OH 5-3248)
Creative Mailing Service, Inc., 480 N. Main, Freeport, N.Y. (PH 9-2421)
Merit Mailers, 39 Sterling Street, East Orange, N.J. (OH 2-3868)
U.S. Mailing Service, 16050 Ventura Blvd., Encino, Calif. (WT 8-1232)

ADDRESSING MACHINES

Elliott Addressing Machine Co., 1354 Albany St., Cambridge 29, Mass. (TH 6-2929)
Mailers' Equipment Co., 49 W. 14th St., N.Y. 11, N.Y. (CH 2-3442)
Merchant's Business Machine Corp., 30 E. 19th Street, New York, N.Y. (AL 4-0977)
Pollard-Ailing Manufacturing Co., 29 West 19th Street, New York, New York

ADDRESSING PLATES AND EQUIPMENT

Dean-Foreest Co., 1000 F.O. Box 14, Rovers St., Mass.
The Panged Companies, Panged Building, Bayonne, New Jersey (HE 6-3522)

ADDRESSING - TRADE

Addressing Unlimited, 11111th St., Richmond Hill 18, N.Y. (HI 5-2191)
Belmar Typing Service, 91-71 111th St., Richmond Hill 18, N.Y. (HI 5-3322)
Rae Lewis Addressing, 987 Schenectady Avenue, Brooklyn 5, N.Y. (DI 2-6705)

ADVERTISING ART

A. A. Archbold, Publisher, P. O. Box 90746, Los Angeles 6, Calif. (RI 9-0488)
Monogram Art Studio, 515 Madison Avenue, New York 22, N.Y.
ViewPoint, 153-11 70th Bld., Flushing 47, New York

ADVERTISING BOKE MATCHES

Match Corp. of America, 3453-43 48th Pl., Chl. 22, Ill. (VI 7-2244)

ADVERTISING SPECIALTIES

Flores-Ippert Co., Inc., 385 East 46th Street, New York 17, N.Y. (PL 3-4943)
Gretz Reproductor Corp., Beachwood Avenue, New Rochelle, N.Y. (NE 3-0906)

ANALYSIS, CONSULTATION, COPYWRITING

Troy M. Bodun, T. & D. Bodun, 1832 M St., N.W., Wash. 6, D.C. (RE 7-3433)

AUTOMATIC TYPEWRITING

Carlson Automatic Typewriting Service, 3744 N. Clark St., Chicago 12, Ill. (EA 7-5496)
Charlotte Letter Writing Co., Inc., 101 Wilder Bldg., Charlotte, N.C. (FR 6-3356)
Commercial Mailings, 2336 East 37th Street, Los Angeles, Calif. (LU 9-2442)
D & A Automatic Mailings, 518 North Fourth Street, Milwaukee 3, Wisconsin
Kirtan Associates, Inc., 3073 Ormsby Ave., Philadelphia 14, Pa. (HA 4-1252)

Automatic Signaling Machines

International Autopipe Company, 1838 20th St., N.W., Washington 6, D.C. (FE 7-5814)

BOOKS

American Press, 2105 Sherman Avenue, Madison Wisconsin (CH 4-1277)
Art & Tech. of Photo Bus. Hran Eng. Co., 44 W. 28, N.Y.C. 1 (MU 8-5555)
Postal Review Association, 234 7th, Garden City, N.Y.
Reporter of Direct Mail, 234 7th, Garden City, N.Y.
Doug That Climb Tree, 1.50
How To Get The Right Start in Direct Advertising, 1.50
How To Think About Direct Mail, 1.50
How To Think About Letters, 1.50
How To Think About Membership of Direct Mail, 1.50
How Direct Mail Solves Management Problems, 1.50
How To Think About Showmanship in Direct Mail, 1.50
How To Think About Mail Order, 1.50
How To Think About Production and Mailing, 1.50
How To Think About Industrial Direct Mail, 1.50

BUSINESS FORMS

Cartier Printing Company, 488 Canal Street, N.Y. 13, N.Y. (WO 4-1454)
Alfred Allan Waits Co., Inc., Alford P. O., Clifton, New Jersey

CATALOG PLANNING

Catalog Planning Co., 191 W. 55th St., N.Y. 19, N.Y. (PL 7-1967)

CHRISTMAS STATIONERY

The Northern Company, 2825 South Cooper Street, Arlington, Texas (CR 5-2297)

COLLECTIONS

Arrow Service, 9 Yates Street, Schenectady 1, New York

COPYWRITERS (Free Loans)

Glen L. Anderson, 14235 Magnolia Blvd., Van Nuys, Calif. (BT 8-3433)
Tom A. Fuler, 2822 Olive Street, St. Louis, Mo. (CI 1-5915)
Ernest F. Gershom, 50 East 50th Street, Kansas City 13, Missouri
Orrille K. Reid, 196 N. State St., Howell, Mich. (Tel. 68)
Sig Rosenblum, 197 West 74th Street, New York 50, N.Y. (SU 7-2921)

DIRECT MAIL AGENCIES

Ahrend Associates, Inc., 601 Madison Ave., N.Y.C. 22, (PL 1-0512)
American Mail Advertising, Inc., 819 Newbury Street, Boston 15, Mass.
Leo P. Bott Jr., 64 N. Jackson Blvd., Chl. 4, Ill. (HA 7-8187)
The Buckley Organization, 1015 National Bank Bldg., Phila. 7, Pa.
Lawrence G. Chaff & Co., 745 Fifth Avenue, New York, New York (PL 1-7220)
Phase Direct Mail Service Corp., 12 E. 46th St., New York 17, N.Y. (MT 7-9536)
Dietrich-Harmond, Inc., 478 Atlantic Ave., Boston 16, Mass. (HA 6-2366)
Dietrich-Harmond, Inc., 225 Park Ave., N.Y. 17, N.Y. (MT 4-3618)
Direct Mail Services, 178 Lewis St., N.W., Atlanta 9, Ga. (JA 5-5388)
The Benson H. Donnell Corp., 356 K. 22nd Street, Chicago 14, Ill. (VI 2-3227)
Duffy & Assoc., Inc., 819 N. 4th St., Milwaukee 3, Wis. (WR 3-7652)
Rort Garman Association, Inc., 508 Madison Ave., New York 22, N.Y. (PL 1-6671)
Con. Office Service, Inc., 1355 New York Ave., N.E., Washington, D.C. (LA 8-1727)
Harrison Service Inc., 216 East 50th Street, New York 22, N.Y. (PL 1-2826)

Hickey-Murphy Div. of James Gray, Inc., 216 E. 45th St., N.Y.C. 17 (MU 2-0909)
John M. Lord & Co., 171 Newbury Street, Boston 16, Mass. (CO 7-1829)
McVicker & Higginsham, 211 E. 49th St., New York 17, N.Y. (PL 3-7293)
H. L. Polk & Co., 421 Howard Street, Detroit 21, Mich. (WO 1-0470)
Reply-O-Letter, Central Park W., N.Y. 23, N.Y. (CI 5-8118)
Reply-O-Letter, 864 So. Michigan Ave., Chicago 11, Ill. (MI 2-2558)
Reply-O-Letter, 14 Post Office Square, Boston 9, Mass. (HA 6-1555)
Reply-O-Letter, 1130 E. 23rd St., Cleveland 1, Ohio (PB 1-8470)
Reply-O-Letter, 14700 Dexter Blvd., Detroit 22, Mich. (DI 1-2223)
Reply-O-Letter, 2315 Mail-Well Drive, Portland 2, Ore. (OL 4-3141)
Reply-O-Letter, 1485 Bay Shore Blvd., San Francisco, Calif. (JU 6-2267)
Reply-O-Letter, Inner Court, 32 Scott St., Toronto 1, Canada (EM 3-8797)
Reply-O-Letter, 167 Queen Street, Brisbane, Australia (B2411)
Response-Letter, 411 S. Sangamon St., Chicago 7, Ill. (MO 6-0878)
Response-Letter, 328 Fifth Avenue, New York 20, N.Y. (MU 7-6359)
Richardson-Shaw Inc., 13555 W. McNichols Rd., Detroit 26, Mich. (BR 3-3955)
Paul Rowland, Inc., 148 Lafayette Street, New York 13, New York
Bell & Howell, Phillipsburg, 215 W. Jackson Blvd., Chicago 11, Ill. (WA 4-4760)
Maxwell Backheim & Co., Inc., 545 Madison Ave., New York 2, N.Y. (PL 1-3151)
Sales Letters, Inc., 153 W. 32nd St., N.Y.C. (WA 9-2509)
Shuler-Rubin Company, 47 5th Ave., New York 1, New York
The Smith Company, 87 Soile St., San Francisco, Calif. (SU 1-6564)
Smith, Hagel & Knudsen, Inc., 30 East 69th Street, New York 22, N.Y. (PL 9-7612)
Steiner & Livingston, 835 Madison Avenue, New York 21, N.Y. (TE 8-6000)
Tallman, Smith & Associates, 410 N. Michigan, Chicago 11, Ill. (WE 3-0908)
Lynd F. Wood Associates, 1819 Wisc. Ave., N.W., Wash. 7, D.C. (CO 5-0942)

DIRECT MAIL CONSULTANTS

Robt. W. Gilbert, 4741 Delam, Long Beach, Calif. (GE 1-2241)
Lawrence Lewis & Assoc., 175 Fifth Avenue, New York 19, N.Y. (OH 7-4888)

DIRECT MAIL EQUIPMENT

American Wood Type Mfg. Co., 42-25 Ninth Street, Long Island City 1, N.Y.
Auto-Typist, 2323 N. Paulskil R., Chicago 29, Ill. (EV 4-5151)
Creative Mailing Service, 490 N. Main St., Freeport, N.Y. (FR 6-4988)
B. H. Dunn Co., 7605 S. Vincennes Ave., Chicago 26, Ill. (HU 3-4455)
A. B. Dietz Co., 3790 W. Touhy Ave., Chicago 31, Ill. (RO 3-1969)
Feline Typing Machine Co., 3251 N. 55th St., Milwaukee 16, Wis. (BE 5-7121)
Frieder Calculating Machine Co., Inc., 2358 Washington Avenue, San Leandro, Calif.
National Bonds Tye Co., 11154 Michigan, Michigan (BL 192)
Photostat Corp., Offset Duplication Division, Rochester 3, New York
Pitner-Sorel, Inc., Stamford, Conn. (PI 8-9221)
Scriptomatic, Inc., 310 N. 11th St., Phila. 7, Pa. (WA 2-1251)

ELLIOTT STENCIL CUTTING

Albee Business Service, Inc., 33-15 33rd St., Long Island City 6, N.Y. (AR 8-4392)
Creative Mailing Service, 490 N. Main St., Freeport, N.Y. (FR 6-4988)
Elliott Addressing Machine Co., 117 Leonard St., New York 13, N.Y. (WA 5-1272)

ENVELOPES

The American Paper Products Co., Envelope Division, Southern Blvd. at McClurg Rd., Youngstown, Ohio (PU 5-4249)
Atlanta Envelope Co., P. O. Box 1207, Atlanta 1, Ga. (EV 6-3646)
Berlin & Jann Company, 601 W. 35th St., N.Y.C. 1 (WA 4-4906)
The Boston Envelope Co., 307 High St., Dedham, Mass. (FA 5-6750)
Samuel Cupples Envelope Co., 388 Furman St., Brooklyn 3, N.Y. (FA 5-6285)
Cupples-Hesse Corp., 1483 Kensington Way, Des Moines 14, Iowa (AT 8-5737)
Cupples-Hesse Corp., 2423 Michigan Ave., Detroit 16, Mich. (TA 6-7368)
Cupples-Hesse Corp., 4175 N. Kingshighway, St. Louis 15, Mo. (EV 3-3700)
Curtis 1909 Inc., 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)
Detroit Valley Envelope Co., 2120 Howard St., Detroit 16, Mich. (ST 8-2960)
Garden City Envelope Co., 3601 N. Rockwell St., Chl. 13, Ill. (CO 7-2760)
Gow-O'Hara Envelope Co., 540 N. Sacramento Blvd., Chl. 12, Ill. (NE 8-1200)
The Gray Envelope Mfg. Co., 55 33rd St., Brooklyn 23, N.Y. (ST 8-2960)
Hess Envelope Co., 650 Cortland St., Chl. 29, Ill. (CA 7-2466)
Rochester Envelope Co., 7 Clarissa St., Rochester 14, N.Y. (HA 6-2464)
The Standard Envelope Co., 1800 E. 38th St., Cleveland 14, O. (PR 1-3946)
Tension Envelope Corp., 1918 & Campbell Sts., Kansas City 8, Mo. (HA 1-0892)
Tension Envelope Corp., 279 Madison Avenue, New York 16, N.Y. (LE 2-2121)
Transo Envelope Co., 2542 N. Kimball Ave., Chicago 19, Ill. (HE 8-0916)
Transo Envelope Co., 23 Monitor St., Jersey City 9, N.J. (HE 4-1587)
Transo Envelope Company, New York
United States Envelope Co., 317 Broadway, N.Y. N.Y. (WA 8-7500)
Wolf Detroit Envelope Co., 14700 Dexter Blvd., Detroit 22, Mich. (DI 1-2221)

ENVELOPE SPECIALTIES

Curtis 1909 Inc., 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)
De-Plex Envelope Corp., 3000 Franklin Blvd., Chl. 13, Ill. (NE 8-1200)
Garden City Envelope Co., 3601 N. Rockwell St., Chl. 13, Ill. (CO 7-2760)
Hess Envelope Co., 4599 Cortland St., Chl. 29, Ill. (CA 7-2466)
Tension Envelope Co., 1918 & Campbell Sts., Kansas City 8, Mo. (HA 1-0892)
The Sarcher Company Inc., 489 Lexington Ave., New York 17, N.Y. (PL 3-5516)
The Wolf Envelope Co., 1749-31 E. 32nd St., Cleveland 1, O. (PR 1-3946)

FOREIGN MAILINGS

Publisher, 5 Roosevelt Pl., Scarsdale, N.Y. (SC 3-0010)
DeMutor MV, Willemsoorparkweg 112, Amsterdam, Holland
C. F. Sandberg, Direct Mail & Executive Gifts, Baadhuagt, S. Oslo, Norway

INSERTING SERVICE - AUTOMATIC MACHINE

Automatic Mailing Service, 329 Newark Ave., Elizabeth, N.J. (EL 4-5387)
Bonded-Nationwide, 753 4th Ave., Brooklyn 31, N.Y. (BO 8-4476)
Creative Mailing Service, 27 East 18th St., N.Y. 2, N.Y. (SC 3-1068)
Creative Mailing Service, 480 North Main St., Freeport, N.Y. (FR 6-4988)
Lamberg Mailing Service, 317 E. Jefferson Street, Chicago 7, Illinois
Lambert Mailing Company, 225 N. New Jersey Street, Ind. 4, Ind. (ME 2-3047)

Mallings Incorporated.....50 West 12th St., New York 11, N. Y. (WA 9-6188)
Merit Mailers.....28 Sterling Street, East Orange, N. J. (OR 2-3099)
West. Amp. Ad. Ad. Co.....612 Howard St., San Francisco 5, Calif. (WA 1-5300)

INVISIBLE INK LETTERS & POST CARDS

M. K. Moss & Co.....119 G Ann Street, Hartford 2, Conn. (JA 3-8505)
Foderlin Machine Co.....283 North St., Teaneck, N. J. (HA 3-1941)

LABEL PASTERS

Label Paste.....385 Grand Ave., New York 31, N. Y. (MO 5-1618)
Ever Ready Label Corp.....10 East 60th St., New York 11, N. Y. (PL 1-3049)
Dunham Mfg. Co.....Frankford and Allegheny Aves., Philadelphia, Pa. (RE 9-8678)

LETTER GADGETS

Hawig Co.....45 W. 45th St., N. Y. 36, N. Y. (JU 2-3186)
Robert Straub & Co.....545 South Dearborn St., Chicago 5, Ill. (WA 2-1881)

LETTERHEADS

Brummet, Inc., Printers-Lithographers, 1610 Jefferson Ave., Memphis, Tenn. (BR 3-8865)
Raspanda-Letter.....411 S. Mangum St., Chicago 7, Ill. (MO 6-0878)
Raspanda-Letter.....530 Fifth Avenue, New York 36, N. Y. (MU 7-6300)

MAGAZINES

The Kiwanis Magazine.....530 North Michigan Avenue, Chicago 11, Illinois
MAIL ADVERTISING SERVICES (Lettershops)
BROOKLYN, NEW YORK
Valco Reproduction & Mailing Service, Inc.....1715 Avenue Z (25) (BR 3-5235)

CLEVELAND
Cleveland Letter Serv., Inc.....740 W. Superior, (13) (BU 1-8200)
Robert Silverman, Inc.....1270 Ontario Street (SH 1-6575)

DETROIT
Advertising Distributors of America, Inc.....4444 Cass Ave. (1) (TE 3-8506)
Advertising Letter Service.....3300 Jefferson East, (7) (LO 7-3551)
R. L. Polk & Co.....481 Howard St. (31) (WO 1-9470)

EAST ORANGE, NEW JERSEY
Merit Mailers.....28 Sterling Street (OR 2-3099)
ELIZABETH, NEW JERSEY
Automatic Mailing Service.....829 Newark Ave. (EL 4-3887)

HOUSTON
Proline Printing & Letter Serv.....630 Texas Ave. (2) (CA 7-4145)
LITTLE ROCK, ARKANSAS
Personalized Letters Inc.....494 E. Capitol Avenue

LOS ANGELES
Krupp's Ad. Mailing Serv.....2300 W. Pine Blvd. (6) (DU 5-5421)
The Mailing House.....1010 N. Madison Avenue, Los Angeles 29, Calif. (NO 5-4271)

MARION, OHIO
Fulfillment Corp. of America.....381 W. Center St. (Tel: 2-1187)
MIAMI, FLORIDA
Ann Letter Service Co.....3800 N.E. 1st Avenue (PL 7-4577)

MILWAUKEE, WISCONSIN
The Carr Organization.....1319 North Third Street, Milwaukee 12, Wis. (BR 6-4360)

NEW YORK CITY
Advertisers Mailing Service, Inc.....45 West 18th St., New York, N. Y. (AL 5-4500)
Ambassador Letter Serv. Co.....11 Stone St., (4) (BO 3-0987)
Century Letter Co., Inc.....48 E. 21st St. (10) (AL 4-8500)

CHASE DIRECT MAIL SERVICE CORP.....12 E. 46th St. (MU 7-2930)
Circulation Associates.....1745 Broadway, New York, N. Y. (JU 2-3530)
Mary Ellen Clancy Co.....250 Park Ave. (17) (JU 6-7833)

Coupon Service Corp.....37 East 14th St. (OR 3-6160)
Mallings Incorporated.....55 West 13th St. (WA 9-6188)
Mailograph Company, Inc.....10 West Street (BO 9-7777)

The St. John Assoc. Inc.....7 East 42nd Street (MU 2-5377)
Security Letter Service.....37 East 14th St. (OR 3-6160)
Tyne Letter Service.....45 East 19th Street, New York 3, N. Y. (AL 4-9174)

PHILADELPHIA
Connelly Organization, Inc.....1818 Arch St. (7) (MA 7-8123)
Woodington Mail Advertising Serv.....1891 Arch St. (7) (RI 6-1840)

PITTSBURGH
Advertisers Associates Inc.....1621 Penn Ave. (22) (AT 1-6144)

ROCHESTER
Ayer & Stroh.....15 South Ave. (4) (RA 5-6340)
SAN FRANCISCO
The Letter Shop.....87 Beale St. (BU 1-6564)

MAILING LISTS - BROKERS

Archer-Bennett List Services, Inc.....140 W. 55th St., N. Y. 19, N. Y. (JU 6-3708)
George Bryant & Sons.....121 Grand Avenue, New York 17, N. Y. (JU 2-3289)
George Bryant & Sons.....235 W. 7th St., Los Angeles 4, Calif. (VA 9-668)

The Coolidge Co., Inc.....125 East 23rd St., N. Y. C. 10 (AL 4-8870)
Dependable Mailing Lists Inc.....351 6th Ave., N. Y. C. 10 (MU 4-4901)
Walter Drey, Inc.....383 N. Michigan Ave., Chl. 1, Ill. (PT 4-6180)

Walter Drey, Inc.....257 4th Ave., N. Y. 10, N. Y. (OR 4-7401)
Gould Co.....189 Eagle St., Englewood, N. J. (BR 9-8461)
Walter Karl, Inc.....22 E. 20th St., N. Y. 10, N. Y. (OR 5-7850)

Levin Kield Co.....38 West 45th St., New York 36, N. Y. (JU 2-0830)
Willis Madden, Inc.....215 4th Ave., N. Y. 2, N. Y. (BP 7-6660)
Mowbray Mail Order List Serv.....38 Newbury St., Boston 10, Mass. (CO 6-3380)

Names Unlimited, Inc.....352 Fourth Avenue, New York 10, N. Y. (MU 6-2454)
D. L. Naterick Co.....136 W. 52nd Street, New York 19, New York (CO 5-8616)
People in Places, Inc.....41 Fifth Ave., New York 3, N. Y. (OR 7-3774)

Planned Circulation.....19 West 4th Street, New York 26, N. Y. (MU 7-1156)
William M. Pratt Associates.....585 Main St., East Orange, N. J. (OR 3-2253)
Ronkam Advertising.....P.O. Box 835, Kansas City 41, Mo. (TA 2-1881)

Sanford Evans & Co., Ltd., 156 Lombard Ave., Winnipeg 2, Man., Can. (WH 2-2151)
William Stroh, Jr., Inc.....568-570 54th St., West New York, N. J. (UN 4-4860)
James E. True Assoc.....419 4th Ave., N. Y. 16, N. Y. (MU 9-0600)

MAILING LISTS - BY SUBJECT

FOR LIST SOURCE, COMPARE NAME IN PARENTHESES WITH LISTING
BELOW OR COMPILER & OWNER
Direct Mail Users.....18,000 (Reporter of DM)
Financial Lists.....E-Addressing Service
Fund Raising Lists.....(Wm. M. Pratt Associates)
New Car Buyers.....Midwest and Western States (Gile Letter Service)
Pet Shows.....Pet supply jobbers, 221...Cat breeders, 7000 (All Pet)
Public Relation & Promotion Lists.....(Wm. M. Pratt Associates)

MAILING LISTS - COMPILERS & OWNERS

Active Equipment Supply.....1200 Jericho Turnpike, New York 12, N. Y. (PT 3-4782)
Active Mail Order List Co.....341 Lafayette Street, New York 12, N. Y. (WA 5-5450)
Albert Mailing Lists.....120 Liberty St., N. Y. (RE 2-7573)

Allison Mailing Lists Corp.....80 Lexington Ave., N. Y. 17 (TE 2-5430)
All-Pets Magazine.....14 Darling Place, Fond du Lac, Wis. (WA 5-6000)
Associated Advertising Serv.....615 Willow St., Fort Huron, Mich. (VT 3-7773)

Bodine's of Baltimore.....501 E. Preston St., Baltimore 2, Md. (VE 7-6400)
Bookbourn Lists.....363 Broadway, N. Y. 13, N. Y. (WO 4-5871)
Bov's City Dispatch.....220 E. 23rd St., N. Y. 10, N. Y. (OR 9-3250)

Bookbourn Lists.....555 W. Jackson Blvd., Chicago 6, Ill. (WA 7-3682)
Catholic Letter Bureau.....45 West 45th St., N. Y. 36, N. Y. (CO 5-4000)
Creative Mailing Service.....160 W. Main St., Princeton, N. J. (PE 4-6330)

Directory of Asso. Gale Research Co., 1116 Book Tower, Detroit 33, Mich. (WO 1-5240)

Walter Drey, Inc.....325 N. Michigan Ave., Chl. 1, Ill. (PT 4-6180)
Walter Drey, Inc.....257 4th Ave., N. Y. 10, N. Y. (OR 4-7401)

Elit Kogon.....Webster, Mass. (WE 2-700)
E-Z Addressing Serv.....50 Washington St., N. Y. 6, N. Y. (JA 2-6492)
Fairchild Lists, Fairchild Publications Inc.....E. 122d St., N. Y. 26, N. Y. (AL 2-3471)

Gile Letter Service.....733 Third Avenue South, Minneapolis 2, Minn. (FE 2-3471)
Fritz S. Hoffheimer.....38 E. 2nd St., N. Y. 10, N. Y. (OR 4-6420)
Gile Letter Service.....Webster, Mass. (WE 2-700)

Jewish Statistical Bureau.....430 Broadway, New York 7, N. Y. (BR 3-6230)
Mail Advertising Corp. of America.....430 N. LaSalle Street, Chicago 10, Ill. (MA 7-3584)
Mampower, Inc.....Home Office-420 N. Franklin, Milwaukee & Wisconsin
140 Office in Major Cities See Yellow Pages for Local Phone Numbers

Market Compilation Bur.....10381 Chandler Blvd., N. Hollywood, Cal. (ST 7-5384)
Merit Mailers.....28 Sterling Street, East Orange, N. J. (OR 2-3099)
Industrial List Co., N. Y. 2, N. Y. (JA 2-3446)

Paramount Mailing Lists.....77-14 138th St., Flushing 31, N. Y. (JA 6-8472)
R. L. Polk & Co.....Howard Street, Detroit 31, Michigan (WO 1-9470)
R. S. Ponton, Inc.....45 Hines St., Englewood, N. J. (EN 4-700)

Precision Equipment Co.....3716 Milwaukee Avenue, Chicago 41, Ill. (AR 3-2335)
William M. Pratt Associates.....585 Main St., East Orange, N. J. (OR 3-2253)
R. L. Rasmussen.....5410 Calhoun Blvd., N. Hollywood, Calif. (FO 6-3530)

Reporter of Direct Mail Ad.....224 7th St., Garden City, N. Y. (PT 6-1837)
Research Projects, Inc.....55 West 13th St., New York, N. Y. (JU 2-0830)
The Speed Address Co.....48-61 42nd St., Long Island City 4, N. Y. (ST 4-5922)

William Stroh, Jr.....568-570 54th St., West New York, N. J. (UN 4-4860)
W. Watson Corp.....23 Hance Ave., Prospect, N. Y. (FR 9-3122)
Zeller and Lettis, Inc.....15 East 20th St., N. Y. 10, N. Y. (MU 5-8278)

MAIL ORDER CONSULTANT

Herbert L. Kellner & Associates, 431 S. Wabash Ave., Chicago 5, Ill. (HA 7-6144)
MANUFACTURERS-ADDRESSING MACHINES & ACCESSORIES
Pollard-Ailing Mfg Co.....120 W. 19th St., N. Y. 11, N. Y. (CH 3-0622)

MARKET RESEARCH - STRATIFICATION

Samuel Fitzsimmons & Co.....545 Fifth Avenue, New York 17, New York (MU 7-6805)
MERCHANDISE FOR DIRECT MAIL
Crystal Transparent Corp.....101 West Forest Avenue, Englewood, New Jersey
Simon-Ashland Div. Electro Mfg. Corp.....Merchandise Mart, Chicago 34, Ill.

MIMEOGRAPHING-OFFSET

Surety Letter Service.....7 East 42nd Street, New York, N. Y. (MU 2-5377)
MULTIGRAPH SUPPLIES
Chicago Ink Ribbon Co.....19 S. Wells Street, Chicago 6, Ill. (ST 7-900)

OCCUPANT MAILING LISTS-LOCAL & NATIONAL

Advertising Distributors of America, Inc.....4444 Cass Ave., Detroit 26, Mich. (TE 3-8506)
Adrian J. Berman.....38 Sterling St., East Orange, N. J. (OR 2-3099)
Western Ampere Ad. Ad. Co.....612 Howard Street, San Fran. 5, Calif. (WA 1-5300)

PACKAGING

Coupon Service Corp.....37 East 18th St., N. Y. 2, N. Y. (OR 3-6160)
PAPER MANUFACTURERS
American Writing Paper Corp.....Holbrook, Mass. (HA 1-554)
Applied Coated Paper Co.....100 N. Moore St., Appleton, Wis. (AL 4-54)

Byron Weston Company.....Danvers, Mass. (EN 8-8561)
Curtis Paper Company.....Newark, Delaware (EN 8-8561)
Eastern Corporation.....Bangor, Maine (Tel: 8221)
Kaleck Manufacturing Company.....Turners Falls, Massachusetts

Fraser Paper Limited.....620 Lexington Ave., N. Y. 17, N. Y. (TE 2-5680)
W. C. Hamilton & Sons.....Milton, Pa. (IV 3-5160)
Palmer Paper Co.....Erie, Pa. (Tel: 6-7193)
Hawthorne Paper Co.....Kings Highway, Kalamazoo 99, Mich. (PI 5-1163)

Howard Paper Mills, Inc.....115 Columbia St., Dayton 7, Ohio
International Paper Co.....220 E. 42nd St., N. Y. 17, N. Y. (MU 2-7000)
Kimberly-Clark Corporation.....Norwalk, Conn. (PA 2-3311)
Mead Papers, Inc.....118 West First Street, Dayton 3, Ohio

Mohawk Paper Company.....Columbus, N. Y. (Tel: 2-1521)
Nelson Paper Co.....Norwalk, Wis. (Tel: 2-1521)
Nelson-Edwards Paper Co.....Port Edwards, Wis. (Tel: 3111)
Peninsular Paper Co.....Ypsilanti, Mich. (HU 2-2800)

Sam Paper Co.....Kalamazoo, Mich. (PI 2-5151)
Schenck Paper Co.....Housatonic, Mass. (HO 47)
The Scott Paper Company.....Middletown, Ohio
Union Bag Camp Paper Corp.....Woodworth Building, New York, New York
Wausau Paper Mills Co.....111 W. Washington, Chicago, Ill. (PI 4-6768)

PERSONALIZED GIANT GRAMS

Sands Rocks & Co., Inc.....91 7th Ave., N.Y.C. 11 (WA 4-1551)
PHOTO ENGRAVERS
Haran Engraving Co., Inc.....44 W. 28th St., New York 1, N. Y. (MU 9-8885)

PHOTOGRAPHERS

IJK Copy Art.....165 West 46th Street, New York 19, N. Y. (PL 7-9232)
POST CARDS
Colorpictures Publishers.....390 Newbury Street, Boston 15, Mass.
CURTIS-COLOR 3-D by Curt Teich & Co., Inc. 1733 W. Irving Park Road, Chicago 18 Illinois (BT 1-6000)

Hair-Cair.....141 King Street, San Francisco 7, California
PRINTING EQUIPMENT
B. Verner & Co., Inc.....32 Duane Street, New York 7, N. Y. (BA 7-1400)

PRINTERS - LITHOPRESS & LITHOGRAPHY

Paradise Printers.....Paradise, Pa. (OV 7-3200)
Bunkel-Printer-Kovats, Inc.....650 West Lake Street, Chicago 6, Ill.

SALES AND MERCHANDISING CONSULTANT

Ralph T. Curtis.....903 E. Powell Avenue, Evansville 13, Ind. (HA 3-3794)
SEASONAL STATIONERY
Arthur Thompson & Co.....100 Market Place, Baltimore 2, Md. (PL 2-4600)

National Creative Sales Inc.....18 E. 48th St., N. Y. 17, N. Y. (EL 5-0025)
SIGNS - PRESENTATIONS
Stewart Signs.....P.O. Box 961, Newark 1, New Jersey

STENCIL CUTTING AND LIST MAINTENANCE

Clear Cut Duplicating Co.....140 Broadway, New York 6, N. Y. (DI 9-4008)
SUBSCRIPTION FULFILLMENT SERVICE
Globe Fulfillment Corporation.....148 W. 23rd St., N. Y. C. 11 (OR 5-4000)

SYNDICATED HOUSE MAGAZINES

The William Frazer Co.....9900 Clinton Rd., Cleveland 9, O. (AT 1-4199)
The Henry P. Henrich Publication, The House of Henrich, Litchfield, Ill. (290)

TRADE ASSOCIATIONS

Associated Third Class Mail Users, 1486 G St., N.W., Wash. 5, D. C. (MF 8-7447)
Direct Mail Advertising Assn.....3 E. 37th St., N. Y. 17 (MT 2-7000)
MARA International.....18120 James Courten, Detroit 35, Mich. (TV 4-3000)

Natl Council of Mail List Brokers, 35 W. 42nd St., N. Y. 36, N. Y. (PE 4-0613)
TYPOGRAPHERS
Rapid Typographers, Inc.....305 East 48th St., N. Y. 17, N. Y. (MU 8-2445)



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CUPPLES-HESSE CORP. of Iowa
1485 Keo Way, Des Moines 14, Iowa—Atlantic 8-5737

FRONTPORCH SCUTTLEBUTT

The gist of conversation about this and that
with visitors to the Editor of *The Reporter*

ARE WORDS RATHER THAN BOMBS going to wreck the world? That's what some of us have been discussing on the front porch this last troubled month. Words... just too many futile, ambiguous, boring words. Listening to the United Nations Security Council... we wondered whether anything could ever be settled in the deluge of repetitious, pompous, belligerent, illogical words. Listening to Russia's surly Sobolev, we wondered if there ever can be any understanding, when white isn't white and black isn't black. "It's an undeniable fact that..." leads into having no bearing on a premise or a fact. And the letterwriting between heads of state (including our own) has been even worse. More words. More confusion. Doesn't anyone in diplomacy understand or practice clear writing, such as a Lincoln or a Wilson or a Roosevelt would use? Khrushchev shoots off a letter and the powers spend days trying to understand what he means or what is hidden between the lines. Same thing happens when Eisenhower or Macmillan writes a letter. Columnists fill column after column with "interpretive analyses" trying to explain what the letter really means or whether there might be changes or concessions after further consideration. I've gotten plumb tired of words, words, words. And some of the TV commentators look like they are plumb tired too. Same thing is happening in the congressional investigating committees. Long, involved questions by the interviewer. Answers which don't say what they mean, or try to hide what they mean. Words, words, words. Couldn't somebody teach the diplomats and heads of state (or their ghost writers) to write or talk clearly and convincingly? "We believe in a, b, c. We will do d, e, f, g. We ask you to agree to h, i, j, k, l." Cut out the gobbledygook and let's get on with the show of living in a peaceful world. Or else.

You know what we did? To relieve the strain of confusion and threatened calamity, we bought a "confusgator." You won't find it in any mail order catalog. Vic Lowmes III of Playboy magazine told us about it at New York Direct Mail Day. It's a new invention which sits serenely on top of the hi-fi set. It can't be turned on or off. It just sits there blinking a series of eight small irregularly connected neon bulbs. Doesn't do a darn thing except blink. But it's a wonderful conversation stimulator to get our minds off world alarms. It's just about as valuable as some of the pompous "diplomatic" arguments and rambling letters.

TWO MONTHS AGO we reported on front porch discussions of the modern automobile problem... particularly semanticist S. I. Hayakawa's article on the motor car and sexual fantasy. Had many comments about it. Hope those who commented (either pro or con) will read the devastating article on same subject by John Keats in

the August 1958 issue of Playboy magazine. Keats is even more vitriolic than Hayakawa about the "Perpetual Wurlitzer which is popularly supposed to float on air and to be powered by jets or rockets somehow aided by wings and fins." He tears some of the advertising slogans apart and shows how we are being deluged by manufactured gibberish intended to induce us to buy monstrosities which offend good taste and which we cannot afford to buy or to operate. Perhaps the campaign against motivational research hogwash (as one correspondent called it) is bearing fruit. Car makers are beginning at least to eye the small economy styled vehicles so that we can get back to more simple and safe living.

A RECENT CRITICISM of *The Reporter* deserves consideration or explanation. At a recent meeting of the new Indianapolis Direct Mail Club, one newcomer questioned whether he belonged as a member because he was "a green beginner." He didn't understand what was being discussed. One of those who heard him wondered if that criticism shouldn't be applied to our magazine. Shouldn't we have more articles on the basic fundamentals for the "green beginners?" Well... that's a problem. Back in the early days of *The Reporter* we did run many articles for the beginners. Remember the long series of wonderful articles by the late teacher, Harrie Bell? Then the Henry Hoke course was condensed in article form. We became convinced that a continuous beginners department grew dangerously tiresome for the experienced people using direct mail... so all of our beginners material was placed in pamphlet form in the "How to Think About..." series, priced low at \$1 each. We still think it's better for the green beginners to read these basic fundamentals which change very little... and for us to concentrate in the monthly magazine on current how-we-did-it case histories... with plenty of examples. Does that answer the criticism?

ONE RECENT CHANGE brought back memories. Ellis Frampton, assistant vice president and manager of advertising and sales development at Hammermill Paper Company, finally took the retirement step. Ellis' name has been symbolic with "Hammermill." He did much for paper merchandising and for direct mail. Still think he was one of the best speakers I've ever heard (was a professor in his younger days). Even though we hate to see Ellis depart from the active scene... the good news is that Harold B. Wilson succeeds him with the title of manager of advertising and promotion. A well deserved promotion. We thought crusading Harold had been lost from the advertising picture when, after serving as Ellis' assistant, he was transferred in 1949 to district sales managership. But now he's back in adver-

tising for sure and for good. All of Ellis' and Harold's friends wish them well in the years ahead.

AS YOU ALL KNOW by now . . . the 5¢ penalty on underpaid "postage due" mail was suspended on August 1 for ninety days. Will take effect again November 1, 1958. But we hope it will be canceled completely. It isn't right. It isn't fair. It will open up the gates for widespread misuse of the mails by crackpots. As editorialist Warren Pierce of the St. Petersburg Times put it . . . "the penalty is charged against the wrong person, the recipient, rather than the sender." If the Post Office can make money charging a 2¢ fee for collecting on business reply envelopes and cards, why a 5¢ penalty on ordinary mail? What's to prevent the Post Office starting a crusade like "Don't put any postage on your first class mail . . . we'll collect from the suckers not just 4¢ but 9¢." Hope many of you will send your protests to Edwin A. Riley, Director, Postal Services Division, Bureau of Post Office Operations, Post Office Department, Washington 25, D. C.

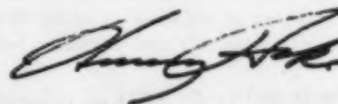
ANOTHER POSTAGE DUE racket will be stopped quickly. Some crackpots who hate direct mail and who return business reply permit envelopes, either empty or filled with junk, have found a new way to plague the mailers. They hand print on envelope, "Special Delivery." Some post offices have actually been collecting the extra 30¢ special delivery fee. We have word from Washington that this is illegal. Postal employees will be instructed to follow only the printed instructions on the permit form. If any of you receive such envelopes . . . refuse to pay the special delivery fee, but insist that envelope be returned to you for the figure promised on your printed form. Incidentally . . . see Postal Bulletin for July 31, 1958, page 3, for new forms for business reply envelopes, cards and labels. In future they must be worded "Business Reply Mail" in permit design. You can use all your present supply indefinitely. But change over when you make new plates.

RAMBLING OBSERVATIONS: Wish the folks who send unordered merchandise would stop it. Those who do it in the guise of charity are stirring up a lot of public resentment for it's so obvious the promoters are after a fast buck profit. Those who do it commercially are quickly labeled racketeers. And rightly so. Best way to stop this misuse of the mail: When you receive such a piece, write a hot letter to the promoter and send a copy to local Better Business Bureau. Congrats for a broad-minded attitude. The Michigan Publisher (East Lansing, Mich.) goes to the state's working newspaper people. In its July 1958 issue, it embarked on a program of presenting an accurate account of all other advertising media. First to be explained . . . direct mail. An uncritical and truthful picture. Liked the way Rae Spencer, president of The Davis Press, Inc. (44 Porter St., Worcester 8, Mass.) introduced their new postage rate chart. Well written transmittal letter had a 4¢ stamp tipped on beside headline, "Here's a stamp for the first letter you mail after July 31." Good planning and timing. What's going on in Jamaica in the British West Indies? July 24 issue of Postal Bulletin lists 97 individuals and companies against which fraud orders have been issued. That's on top of 77 listed in July 17 Bulletin and a hundred and

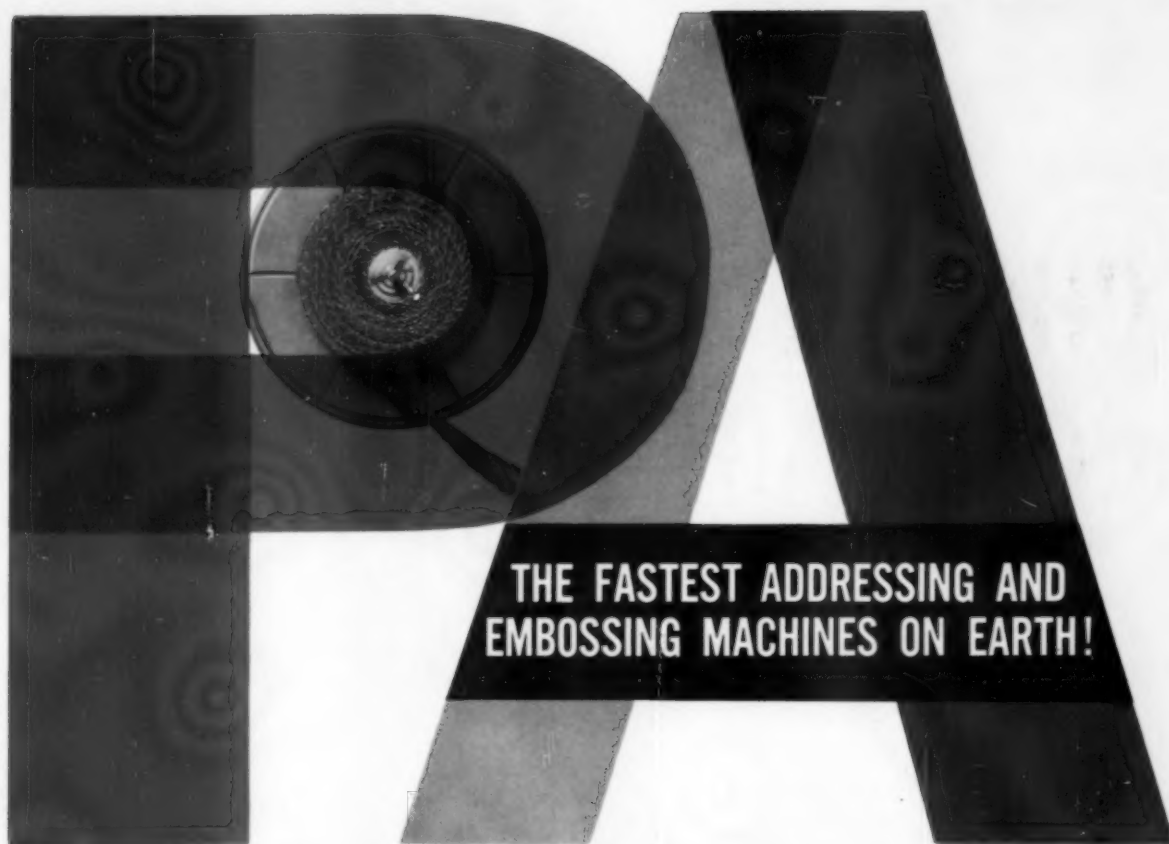
sixty-eight cited several months ago. The racketeers must believe a foreign address will protect them . . . but it won't. Postal inspectors have long arms. Would like to know more about a new process for printing the human voice on paper. It's reported that a Japanese professor at Tokyo Technical University has perfected a technique called "synchron-reader." Will be put on market later this year. The big question: What kind of equipment will the recipient need to transfer the printed sheet into sound? The whole idea sounds a little frightening. Have been watching another "showmanship" direct mail campaign. Gordon Sheridan of Bloomer Bros. Company, Newark, N. Y., tells us their pieces promoting paperboard and folding paper box specialties are modest compared to other spectacular campaigns . . . but we think they are good. They are on expensive side . . . but certainly eye-catching and convincing. A likely candidate for a 1959 Direct Mail Leaders Award. Most touching story I've read this past month was in Newsweek magazine, August 4 issue, page 28. An account of the tragedies in the life of one of our ablest Senators . . . John McClellan of Arkansas. Read it for an example of fine writing. Two wives lost; three sons killed. When the Senator was told of the recent death of his third son . . . he bowed his head in his hands and said, "I wonder how much more I'm supposed to take." Some of our troubles seem petty compared to his. But he keeps right on working.

THIS, AS YOU ALL KNOW BY NOW is our annual pre-convention issue. Always a little larger than usual . . . with the usual preparation and production headaches. But barring some last minute crisis (for which we now use Creative Mailing Service's clever Panic Switch) . . . you'll be reading this before the Mail Advertising Service Assn. and Direct Mail Advertising Assn. clans meet in St. Louis from September 7 to 13 at the Chase Hotel. We like most of the plans for the two conventions. There probably won't be any reason for a caustic report, such as some of those written in the past. Primary reason, both conventions have eliminated most of the formal speeches. MASA has only one; DMAA just two, plus a short welcome keynoter. All the rest of programs are clinic or panel sessions, circles of information, market places, trading posts and other opportunities for questions and answers; getting problems solved; studying exhibits; getting acquainted; making contacts. And that's just fine so far as this perpetual critic of conventions is concerned. Advice to the "green newcomers": Don't be bashful. Make yourselves acquainted. Nobody is a big shot. Don't be awed by anyone. We are all just trying to learn more about a fascinating field of selling. If you drop in at Reporter headquarters . . . you'll be welcome. Just hope nobody breaks a leg getting or being there.

Good luck always,



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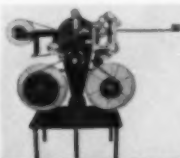
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Type of Pieces to be addressed _____

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Address _____

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Division of W. A. Storing Co.

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W. A. "Will" Storing, Treas.

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